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The Journal of the American Newspaper Publishers Association

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ANPA Convention '84

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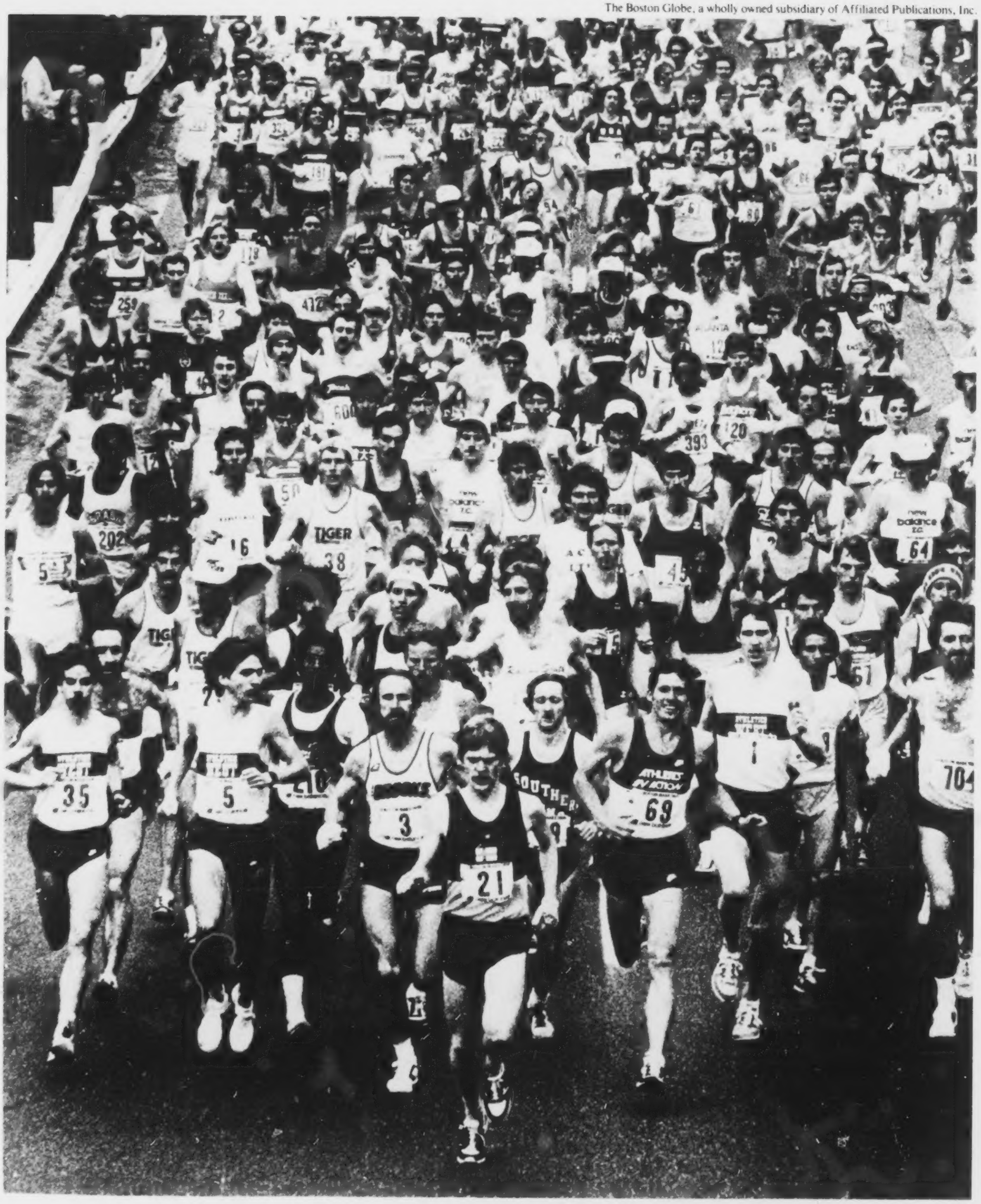

Boston. The city that put the nation on its feet.

While some might call the idea of running 26 miles, 385 yards from
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the starting gun and called it The Boston Marathon.
It's the kind of spirit that helped start a nation.
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and high technology.
Boston—the type of city that keeps a newspaper on its toes.

The Boston Globe

Paul Goldberger and John Noble Wilford of The New York Times win Pulitzer Prizes for 1984

1918 The New York Times, "for the most disinterested and meritorious public service rendered by an American newspaper"—complete and accurate coverage of the news of the war.

1923 Alva Johnston, for distinguished reporting of scientific news.

1926 Edward M. Kingsbury, for the most distinguished editorial of the year, on the Hundred Neediest Cases.

1930 Russell Owen, for graphic news dispatches from the Byrd Antarctic Expedition.

1932 Walter Duranty, for dispassionate interpretative reporting of the news from Russia.

1934 Frederick T. Birchall; for unbiased reporting of the news from Germany.

1935 Arthur Krock, for distinguished correspondence, impartial and analytical Washington coverage.

1936 Lauren D. Lyman, for distinguished reporting: a world beat on the departure of the Lindberghs for England.

1937 Anne O'Hare McCormick, for distinguished foreign correspondence: dispatches and special articles from Europe.

1937 William L. Laurence, for distinguished reporting of the Tercentenary Celebration at Harvard, shared with four other reporters.

1938 Arthur Krock, for distinguished Washington correspondence.

1940 Otto D. Tolischus, for articles from Berlin explaining the economic and ideological background of war-engaged Germany.

1941 The New York Times, special citation "for the public education value of its foreign news reports, exemplified by its scope, by its excellence of writing, presentation and supplementary background information, illustration and interpretation."

1942 Louis Stark, for distinguished reporting of important labor stories.

1943 Hanson W. Baldwin, for a series of articles reporting a tour of the Pacific battle areas.

1944 The New York Times, "for the most disinterested and meritorious service rendered by an American newspaper"—a survey of the teaching of American history.

1945 James B. Reston, for news dispatches and interpretive articles on the Dumbarton Oaks Security Conference.

1946 Arnaldo Cortesi, for distinguished correspondence from Buenos Aires.

1946 William L. Laurence, for his eyewitness account of the atomic bombing of Nagasaki and articles on the atomic bomb.

1947 Brooks Atkinson, for a distinguished series of articles on Russia.

1949 C. P. Trussell, for "consistent excellence in covering the national scene from Washington."

1950 Meyer Berger, for "a distinguished example of local reporting"—an article on the killing of 13 people by a berserk gunman.

1951 Arthur Krock, a special commendation for his exclusive interview with President Truman as "the outstanding instance of national reporting in 1950."

1951 Cyrus L. Sulzberger, special citation for exclusive interview with Archbishop Stepinac of Yugoslavia.

1952 Anthony H. Leviero, for distinguished reporting on national affairs.

1953 The New York Times, special citation for its Sunday Review of the Week Section, which "for 17 years has brought enlightenment and intelligent commentary to its readers."

1955 Harrison E. Salisbury, for a series of articles based on his six years in Russia.

1955 Arthur Krock, a special citation for distinguished correspondence from Washington.

1956 Arthur Daley, for his sports column, "Sports of The Times."

1957 James B. Reston, for distinguished reporting from Washington.

1958 The New York Times, for its distinguished coverage of foreign news.

1960 A. M. Rosenthal, for perceptive and authoritative reporting from Poland.

1963 Anthony Lewis, for his distinguished reporting of the proceedings of the United States Supreme Court.

1964 David Halberstam, for his distinguished reporting from South Vietnam.

1968 J. Anthony Lukas, for "a distinguished example of local reporting"—an article on a murdered 18-year-old girl and the two different lives she led.

1970 Ada Louise Huxtable, architecture critic, for distinguished criticism.

1971 Harold C. Schonberg, music critic, for distinguished criticism.

1972 The New York Times, "for a distinguished example of meritorious public service by a newspaper through the use of its journalistic resources"—publication of the Pentagon Papers.

1973 Max Frankel, for his coverage of President Nixon's visit to China, a distinguished example of reporting on international affairs.

1974 Hedrick Smith, for his coverage of the Soviet Union in 1973, a distinguished example of reporting of foreign affairs.

1976 Sydney H. Schanberg, for his coverage of the fall of Cambodia, a distinguished example of reporting on foreign affairs.

1976 Walter W. ("Red") Smith, for his Sports of The Times column, an example of distinguished criticism.

1978 Henry Kamm, chief Asian diplomatic correspondent, for calling attention to the plight of Indochinese refugees, an outstanding example of reporting on foreign affairs.

1978 Walter Kerr, Sunday drama critic, for an outstanding example of distinguished criticism.

1978 William Safire, Op-Ed Page columnist, for his columns on the Bert Lance affair, an example of distinguished commentary.

1979 Russell Baker, for his "Observer" column, an example of distinguished commentary.

1981 Dave Anderson, for his Sports of The Times column. An example of distinguished commentary.

1981 John M. Crewdson, for his coverage of illegal aliens and immigration. A distinguished example of reporting on national affairs.

1982 John Darnton, bureau chief, Warsaw, for his coverage of the crisis in Poland. A distinguished example of international reporting.

1982 Jack Rosenthal, deputy editorial page editor. A distinguished example of editorial page writing.

1983 Thomas L. Friedman, for his coverage of the war in Lebanon. A distinguished example of international reporting.

1983 Nan Robertson, for her article in The New York Times Magazine on her experience with toxic shock syndrome. A distinguished example of feature writing.

1984 Paul Goldberger, architecture critic, for distinguished criticism.

1984 John Noble Wilford for reporting on a wide variety of scientific topics of national importance.

The New York Times and members of its staff have won 54 Pulitzer awards. More than any other newspaper.

presstime

INDEX VOLUME 6 NUMBER 5 MAY 1984

Convention Report *In writing and in photographs, complete day-by-day coverage of ANPA's 98th Annual Convention in Montreal. The Association's first-ever Convention in an international setting heard from Canadian dignitaries, U.S. industrialists and newspaper executives from throughout North America. Wide-ranging discussions touched on everything from how politicians use the press to the "creative brain." And there was lots of nuts-and-bolts newspaper talk about libel, "marriage mail," recruiting minorities, selling against the competition, and other concerns. It's all here—the general sessions, the clinics, the peripheral activities.* **22**

Help me make it through the night *When a newspaper converts from p.m. to a.m. publication, many employees are not able to adjust overnight.* **6**

Inland's fiscal yardstick *The Inland Daily Press Association's annual Cost and Revenue Study gives managers a basis for comparing their newspapers' performance.* **9**

Publishing Yellow Pages *Phone directory advertising is a billion-dollar business. Newspapers are among those non-telephone companies looking for gold in the Yellow Pages.* **10**

Co-op: advertising's stepchild *Despite its potential as a revenue source, co-op advertising still is sparsely used by newspapers. But there are success stories.* **12**

Take-along telephones *Some news executives are excited about the potential uses of cellular radiotelephones; others have put the new technology on hold until costs come down.* **14**

No sag in Saginaw circulation *The Saginaw (Mich.) News proves that a bad local economy does not necessarily mean circulation losses.* **18**

Profile: John J. Curley *Gannett Co. Inc.'s new president is a quiet, one-time newsroom hand whose mastery of many jobs quickly took him to the top.* **19**

Essay: It's time for introspection *Associated Press Executive Vice President Louis D. Boccardi says journalists must re-examine their attitudes and actions.* **20**

'Changing Readers' revisited *Researcher Ruth Clark reports that the needs of newspaper readers have changed over the last five years. They now want hard news.* **52**

Model J-school curriculum *Sequences would be out and "generic" mass communication instruction would be in under a plan developed at the University of Oregon.* **57**

Conference & Exposition preview *A look at some equipment highlights expected at the ANPA Operations Management Conference & Exposition June 9-13 in Atlanta.* **60**

Yellow Pages, p. 10

Convention Report, p. 22

Cellular Radiotelephones, p. 14

Advertising 49

ANPA calendar 79

ANPA news 78

Books 53

Chairman's corner 4

Circulation 56

Education 57

Employee relations 70

Late news 45

Legislation 50

Letters 80

News-editorial 54

News research 53

Newspaper business 76

Newsprint 68

Postal affairs 48

Readership 52

Regulations 50

Speeches 75

Technology 60

Telecommunications 51

CHAIRMAN'S CORNER

Changes in committee structure will make ANPA more responsive

It is especially gratifying to me to have this opportunity to speak with you from this presstime column. It was my privilege several years ago to be a part of the study committee which nurtured the idea of a comprehensive ANPA journal, and we have watched it evolve into the fine publication we have today. Presstime is an accomplishment with which everyone in ANPA should be pleased, and we will strive to make it even more useful to you.

Richard J. V. Johnson

We have taken a couple of steps to encourage your participation in the Association by putting into effect some changes that will simplify the committee structure and thus make it easier for action recommendations to come to the Board of Directors. We consider it essential that every member of ANPA feel assured that his or her thoughts about the Association—positive or negative—will be considered and acted upon on the basis of their merit.

Accordingly, we have made these changes in our committee titles and structures:

- The former Labor and Personnel Relations Committee has been renamed the Human Resources Committee, because that better reflects its responsibilities. And, we hope this will stimulate input from the membership and provide direction of the committee.
- The former Press/Bar Committee has been renamed the Legal Affairs Committee to better reflect the scope of its advisory function.
- The former Newsprint Committee and the former Traffic Committee have been combined into the new Newsprint and Transportation Committee, because the duties of the two former committees were so interrelated.
- The former Readership and Marketing Committee and the former Training Committee now comprise a single, more comprehensive group to be called the Industry Affairs Committee.
- The several previous technical-research and technical-training oversight committees have been joined to form a new and more efficient Technical Committee.
- The planning committee for our Operations Management Conference & Exposition now will report directly to the Board of Directors, because of the importance of that project to the Association's members.

(We urge you to make your plans to attend the Conference & Exposition next month in Atlanta. Once again we will feature more than 200,000 square feet of equipment displays—far more than you can see and study in any other place at any other time. And, the substantial Conference program is a real bonus.)

The former Membership Committee has been dropped, and that oversight function will be performed by an ANPA director.

With our business now moving quickly and confidently out of the valley of recession, we expect ANPA to be at the top of our activity cycle for many months. For our newspapers, that means renewed demands for efficiency and productivity—even expansion. For the Association, with its activities now fully joined and coordinated in an excellent facility and directed by a skilled staff, the days ahead offer an unequalled opportunity to aid our newspapers through expanded and more effective informational, consulting, training and leadership services.

Richard J. V. Johnson
Chairman and President

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THE PULITZER PRIZE FOR DISTINGUISHED REPORTING ON INTERNATIONAL AFFAIRS

This highest honor in journalism has been awarded to Karen Elliott House, foreign editor of The Wall Street Journal.

The award was given for her reporting from the Middle East in the spring of 1983 and, in particular, for a series of stories on King Hussein of Jordan and his pivotal role in President Reagan's abortive Middle East peace plan.

THE PULITZER PRIZE FOR DISTINGUISHED COMMENTARY

This highest honor in journalism has been awarded to Vermont Royster, columnist and former editor of The Wall Street Journal.

The award was given for his weekly column, *Thinking Things Over,* which has appeared in The Journal for the past twenty years.

This is the second Pulitzer Prize Mr. Royster has won. He was awarded the honor in 1953 for editorial writing.

Congratulations, Karen and Roy, from your friends and colleagues at The Wall Street Journal and Dow Jones.

Night work

Conversion to a.m. publication causes family, lifestyle changes

BY ANNE-MARIE FENDRICK

Wire Editor Mark Tarmacki enters Brattleboro Daily Reformer office for night work.

Jack Coughlin

In 1976, the Modesto (Calif.) Bee set off a national trend by converting from afternoon to morning publication. The Bee's adventure was a success: circulation has climbed from 51,301 when the paper was a p.m., to 69,921 in the nearly eight years since conversion. Reader responses, opinion polls and the decisions of 81 newspapers to follow the Bee's example all vindicate the conversion experiment.

But to the Bee's pre-conversion employees, almost all of whom stayed with the newspaper after the adjustment in publication schedule, the decision to convert is still a matter of personal concern, as it is at other papers that have converted.

Conversion means many news-editorial, production and circulation staffers are confronted with a radical change in their work hours.

Instead of going to work before dawn and getting off as early as 2 in the afternoon, with plenty of time to enjoy daytime outdoor activities, a copy editor whose paper changes to morning publication very likely will be expected to report to work at the same time he once had completed a day's work. Circulation truck drivers who once worked at midday to deliver afternoon papers are, after conversion, suddenly out on the roads delivering papers in predawn darkness. Production workers see their hours turned topsy-turvy to meet revised, morning printing schedules.

Lingering problems. In general, a switch to these alien late-night or afternoon-evening shifts can cause tremendous upheaval in a person's lifestyle. The aftershocks can go on for years.

Employees cite lingering problems that include insomnia, family and marital discord, blank social calendars, and strained friendships—even health problems—resulting from the inversion of working hours.

"These people suddenly had their whole world turned upside down," notes Modesto Bee Production Director Donald C. Lengling.

For managers, supervision after a conversion "is a whole new ball game." Some newspapers become 24-hour operations. Staffing needs shrink or expand at varying hours, while services such as security and facilities services have to be expanded.

"You have to plan more thoroughly," says Ken Hall, managing editor at the Bennington (Vt.) Banner, which converted to a.m. publication in May 1983. "There's an amazing amount of adjustment."

At Hall's newspaper, the biggest problem was developing a newsroom schedule that meets coverage needs. While his editorial staff was increased by one to 11 people after the conversion, "we're still feeling overstaffed" at certain points some days, but understaffed at other times.

Managers also cite communication problems and a lack of staff camaraderie. "You are very isolated and don't have any contact with the organization as a whole," says Sandra Atkins, production manager at the Brattleboro (Vt.) Reformer.

She adds: "You never see some people, and it's tough to maintain communication between the day and night sides. You have to make an extra effort to come in at night or during the day to see what's going on with the other shifts."

Management, however, is likely to adapt much more readily to conversion than are the rank-and-file employees forced into wrenching schedule changes.

One of every four American workers has hours that do not fall within the 9-5 or 8-4 norm. For many of these workers, night work is their choice. But most afternoon newspaper employees—having spent years waking in the morning, falling asleep in the evening and working in be-

---

Fendrick is assistant editor of ANPA's Labor and Personnel Relations Letter and editor of the Newspaper Personnel Relations Association News.

tween—never expected to join the growing numbers of these so-called shiftworkers.

The effect of new, usually late work hours is probably most dramatic in its impact on an employee's marriage and family life.

"We've had more marital trouble than is usual," says one editor, who adds that a third of his department's staff went through divorces after the newspaper's conversion. "It may be a fluke for the rest of them, but in my case the divorce was partly caused by the conversion," said the editor.

And at another newspaper, a pressman was awarded retirement disability on the basis of his claim that the conversion to morning publication left him unable to sleep, caused him to lose 40 pounds and "mutilated" his social life.

Such complaints are not short-lived. At the Modesto Bee, employees are still trying to cope nearly eight years after conversion to morning publication.

"Most of those who went through the conversion have adjusted," says Managing Editor Albert Ray Nish, "but they still show effects of it. Some can never adjust."

Scientific view. Scientists agree that some employees never adapt to offbeat work hours. When people work at night and sleep during the day, they upset their body "clock" by which the brain programs various biological processes at preset times during a 24-hour period, sleep researchers point out. The body is preset through these circadian rhythms for lessened activity at night, by means of lower body temperature, lower urine production and other physiological processes.

Inverting the natural sleep cycle can upset all of that. Night workers tend to sleep fewer hours than day workers, are generally less productive and are more susceptible to illness, research shows.

"Rotating workers or people working nights have more transient health problems," says Dr. Michael Colligan, a shiftwork expert for the National Institute for Occupational Safety and Health. "They are more susceptible to the little ailments that sweep through society—the colds, viruses and flu."

"It (shiftwork) is a major new occupational disease," claims Dr. Marvin Moore-Ede of Harvard Medical School. "There's more sickness from rotating shifts than from chemical exposure."

Moore-Ede continues: "There's a huge hidden cost in quite serious health problems and the mistakes people make. It's not an unsolvable problem if attention is paid to it. We've gone into plants and had a 20-30 percent increase in productivity after we rearranged the shift schedules."

At least one researcher recommends screening employees before putting them on night shifts. "There are some basic medical qualifications," says Don Tepas, a professor at the Illinois Institute of Technology and director of its sleep laboratory. "It would be very ill-advised to put people with heart disease or diabetes on a night shift."

Tepas adds that the newspaper industry is unusual because of the fluctuating requirements for staff in going to press several times a day.

As part of a NIOSH study, Tepas conducted a survey of pressmen at one metropolitan newspaper with morning and afternoon editions. "We were amazed," he says, "at the work schedules of the pressmen. They were some of the worst we've seen in any industry."

Tepas noted that the length of the pressmen's shifts depended, in part, on the press run of the newspaper, and pressmen he surveyed for the NIOSH study sometimes learned whether they would work day or night shifts only 24 hours ahead of time.

The newspaper industry is also unusual, Tepas notes, because of the advanced average age of production employees. At the newspaper he visited, pressmen needed 20 years of job seniority to earn the privilege of working daylight hours.

Despite the disadvantages and personal disruptions of nighttime work, it is usually only youth carriers who abandon ship in large numbers following a conversion to a.m. publication. While carrier turnover can rise to 300 percent following a conversion, few full-time adult employees resign because of the switch, say executives of papers that have gone through the process.

Why? For many staffers, the decision to stick with their job is a matter of economics, just as it is with the executives who ordered the conversion. In an industry where modernization is already making many jobs obsolete, specialized production and even editorial jobs are hard to come by. For others, the decision to remain on the job despite the undesirable hours is a matter of deciding to cling to a challenging assignment or to reside in a choice location.

A small-town editor explains it this way: "This happens to be a super area to live in, so you make adjustments. Everybody makes a choice. Nobody holds a gun to your head and says you have to do it."

Some employees even enjoy working at night. At the Brattleboro Reformer, Production Manager Atkins reports, "Some people prefer to work at night because it fits their lifestyle. My assistant night foreman has a little boy, and she loves to garden and do the shopping during the day. Someone who plays golf can play on the weekdays when the golf courses are not busy. It has all sorts of plusses."

Paving the way. Clearly, not everyone sees the situation that rosily, and newspapers are increasingly trying to ease the trauma of upsetting one's work routine. Staffers often are informed of planned conversions up to a year in advance at individual or group meetings with their publishers and department heads.

Keith Claybourne, corporate director of employee relations at The New York Times Co., considers his company's internal communications system the key to the smooth transition of about a dozen of the company's Southern newspapers to a.m. publication.

"You indicate to employees that you're considering it six months to a year before doing it," he says. "By the time it comes, employees anticipate the change."

The Cape Cod Times of Hyannis, Mass., which converted April 23, handled its transition with care. Publisher Scott Himstead appealed to the loyalty of employees and their desire to watch the company grow.

At the Delaware State-News in Dover, Publisher O. D. Bailey rented a local fire hall and held a buffet dinner for employ-

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"We've had more marital troubles than is usual," says one editor, who adds that a third of his department's staff went through divorces after the newspaper's conversion to the a.m. cycle.

ees and their families as part of his effort to effect a smooth transition to a.m. publication.

While employees may be pampered somewhat in preparation for a conversion, management tends to feel that once the change is made, they simply have to learn to live with their new hours.

"It's dead-of-the-night work, and that's the way it is," says James G. Banman, personnel director at The Denver Post. "We had many meetings in circulation to make them feel a part of it. But there is no textbook on [adapting to] it."

Nelder Dawson, director of personnel and employee relations at the Alexandria (La.) Daily Town Talk, says, "If they can't adapt, they drift off to other jobs. We tried to offer whatever help we could, but we found not a lot could be done. A whole lot is up to the employee."

In Modesto, Managing Editor Nish notes that since the Bee's pioneering conversion in 1976, much more is known about the effect of stress on employees. "We tried to think about the human factor," he says, "but now there are steps to take to minimize problems.

"I suggest counseling, taking employees into management's confidence at an early enough stage for them to anticipate changes, and asking employees for their ideas. It's management's obligation to tap that resource."

After conversions, managers usually try to make as many scheduling concessions as possible. For instance, management at the Clarksville (Tenn.) Leaf-Chronicle arranged for the schedules of several workers to coincide because they were in the same carpool.

Many newspapers try different shift schedules and may go through several before finding one which works best for both employees and management.

"If you institute swing shifts," notes Atkins of the Brattleboro Reformer, "employees have a lot of problems adjusting. It takes one to one-and-a-half weeks to adjust to a new shift schedule."

Atkins left it up to production employees as to whether they would take turns working at night or institute fixed schedules with some employees regularly working nights and others working days.

In the newspaper's editorial office, the staff tried a one-month-night, next-month-day rotating schedule but then settled on fixed night or day schedules. "We tried shifting schedules but found it didn't work at all," says Assistant Editor Greg Worden. "You would get in the swing one way, and then go to another shift."

At the Clarksville Leaf-Chronicle, the pressroom went to a compressed four-day workweek, but the schedule did not succeed because not as much work was being produced. Some newspapers report going through as many as five different schedules for employees after conversion to morning publication.

While all the alternative work schedules may not be working now, researchers consider them the wave of the future.

"It's unlikely that anyone will ever come up with the ideal schedule," says NIOSH's Colligan, "because different people are more comfortable with different schedules. But we're moving in the direction of flextime, the compressed work week and job sharing. The shift will fit the individual's needs rather than plugging the individual into the shift." ☐

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Here's way to see how you fare

BY MARCIA RUTH
presstime staff writer

From its modest beginnings with 11 participating newspapers in 1920, the annual Cost and Revenue Study of the Inland Daily Press Association has grown into something hundreds of papers depend on to assess their managerial performance compared with other dailies.

The study, which now involves 357 dailies, has spread far beyond its original goal of improving the management of Inland papers. In fact, it is now recognized as the newspaper industry's standard form of measurement for newspapers of circulations of less than 50,000, although a few larger papers also participate [presstime, Jan. 1983, p. 51].

The study provides an anchor of stability in a time of rapid change, and, notes Inland Executive Director R.E. (Reg) Ivory, it enables newspapers to answer one basic question: "How am I doing?"

To participate, newspapers answer a four-page questionnaire breaking down their revenues and expenses, spelling out figures for such items as advertising, production, circulation, personnel and financial management. After the data are compiled, papers are placed in groups of 12 with those closest in revenue and circulation. This permits departmental items to be compared across a single page.

The detailed financial data are released only to participating newspapers and only in a format that assures confidentiality.

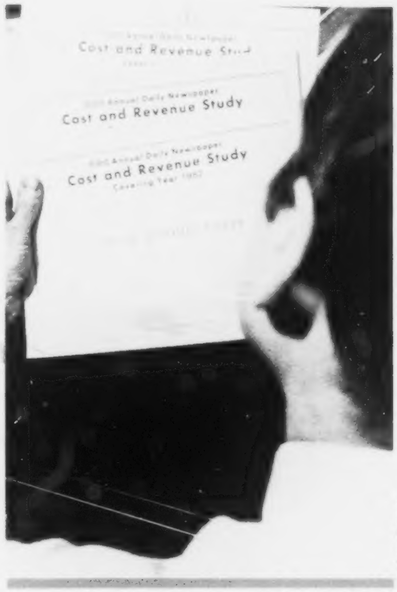
Each paper receives: a detailed report on the group the paper is in plus the three other groups closest in circulation and revenue, a summary of all the groups' revenue and circulation averages, a set of graphs, and a workbook for making additional calculations.

Papers also receive a Table of Predicted Values, which enables managers to predict, with a high degree of accuracy, what would happen to various departments if circulation or revenue rose or fell, and which shows them what comparable papers consider a reasonable budget.

John M. Lavine, president of the Lavine Newspaper Group in Wisconsin, says, "If the bottom falls out and I have to make cutbacks, this gives me the experience of hundreds of other publishers. . . . And if I anticipate building but I haven't run a paper as large as I expect mine to be, this gives me an economic model (to see if) what I am building is appropriate."

Also available upon request are computer printouts for participating papers that do not want to do their own workbooks, as well as copies of other groups' reports.

"This is not a rule book," cautions Lavine, who has helped guide the Inland study for the past 20 years and is the association's current president. "But what it does do is allow you to look beyond your own experience. If other papers operate very differently at least this ought to give you pause to stop and think."



Alan Pepper

Because each market is different, newspaper executives caution that the numbers should not be read too literally. Publisher Thomas W. Reeves of the Ukiah (Calif.) Daily Journal says, "I don't think anyone should try to use the study to determine what the norm is. . . .

"If your figures don't agree (with those of other papers), don't think you're doing it all wrong," says Reeves, former chairman of Inland's Cost and Revenue Study Committee. "That's not necessarily true. But it helps me to say, 'Hey, why am I different?'"

Although the study deals largely in figures, it is "designed to raise management—not financial—questions," says Lavine.

For example, George B. Irish, president and publisher of the Midland (Texas) Reporter-Telegram, is using it to prepare a 10-year growth plan. Looking at the Table of Predicted Values for a paper with 10,000 more subscribers than his paper has now, he can estimate future personnel needs as well as capital investment requirements. "It's far better than using a crystal ball," says Irish.

And for papers with a relatively stable circulation pattern, the study provides comparisons with other papers that can be usefully applied over a period of time. "It gives another way to keep score in addition to profits," notes Norman McMullin, vice president of Woodward Communications Inc. in Dubuque, Iowa.

At the outset, the study was limited to members of Inland. In 1936, a similar study by the Southern Newspaper Publishers Association was consolidated with the Inland's, and in 1980, participation was offered to all U.S. paid-circulation dailies. In recent years, about half of the participating papers have been non-Inlanders.

Reaching outside the United States, Inland in 1981 invited Canadian papers to take part, and, after a successful pilot study, it is working with the Inter American Press Association toward offering the service in Latin America.

Inland is also conducting a pilot study for weeklies and exploring coverage for large metropolitan dailies.

Participation costs Inland members $80 for those who sign up early and $105 later. Non-members pay $125 for early sign-up and $155 later.

A critical problem for the largest papers is maintaining confidentiality—a hallmark of the Inland study. When figures are sent to the association's Chicago headquarters, the name of each paper is immediately cut off and replaced by an identification number. But because there are so few large dailies involved in the study, their identity could be guessed from publicly available circulation figures.

Lavine says Inland is seeking to come up with ways to prepare a Table of Predicted Values for these papers without betraying confidentiality.

From time to time, national associations including ANPA and the Institute of Newspaper Controllers and Finance Officers have considered the possibility of conducting a financial study for papers of all sizes, but none currently is planning such an endeavor.

One national newspaper organization, the American Press Institute in Reston, Va., uses the Inland study regularly in its seminar for publishers of smaller newspapers. API Director Frank Quine calls it "the only game in town." ☐

A FEW NEWSPAPERS DO IT

Publishing Yellow Pages for profit

BY MARGARET GENOVESE
presstime staff writer

In Greenville, S.C., you can let your fingers do the walking through the Yellow Pages of the Greater Greenville Telephone Directory, published by BellSouth Advertising & Publishing Corp., a subsidiary of the regional phone company.

Or, you can turn to The Market Source, a directory published and distributed free by the Greenville News-Piedmont Co.

The Greenville News and Piedmont last year joined a handful of other U.S. newspaper companies involved in publishing telephone directories. They are among approximately 200 "independent" directory publishers—those not associated with a telephone company.

There has been an "ongoing trend" toward more independent publishers, according to Jeffrey C. Manning, secretary-treasurer of the Association of North American Directory Publishers, an organization of 50 independents.

Although his organization has members that have been in the business for as long as 48 years, Manning credits this year's breakup of the Bell System for making advertisers more aware that, just as there are choices in the purchase of telephones and long-distance service, there are alternatives to the phone company Yellow Pages.

Classifying telephone listings dates back to 1878—just two years after Alexander Graham Bell spoke the immortal words over his new invention: "Watson, come here, I want you."

Today Yellow Pages advertising is nearly a $5-billion-a-year business.

One thing that may have made it easier for independents to win acceptance among advertisers is the fact that the words "Yellow Pages" and the familiar walking-fingers logo were never registered in the United States as trademarks of AT&T. They are commonly used by independents as well as telephone companies on the cover of the books and elsewhere. (In Canada, however, both the words and the logo are registered trademarks of Tele-Direct Publications Inc., which publishes Yellow Pages for Bell Canada.)

Why would a newspaper want to go into the Yellow Pages business?

News-Piedmont's Jan Haynes shows directory.

The Greenville newspaper company started publishing its quarterly Yellow Pages-type directory because of the suspicion that if it didn't, somebody else would. Says President William deB. Mebane: "I thought it would not only let us make a little bit more money but also preempt other companies from taking a bite of our pie." The project has made money right from its launch last August.

Two newspaper companies in the West entered the business for a different reason: to satisfy needs they perceived as not being met by phone company books.

For Cox Arizona Publications Inc., it all started one weekend in late 1980 with a broken hot water heater in the home of Charles A. Wahlheim, publisher of the Tribune in Mesa.

When he consulted the Mountain Bell Yellow Pages for a plumber, Wahlheim encountered "endless numbers" of them, many located in other communities. What was needed, the frustrated Walheim concluded, was an individual directory for Mesa.

In August 1981, the Cox Enterprises Inc. subsidiary began publishing one. It has since added five others elsewhere.

Similarly, Durango (Colo.) Herald Publisher Richard G. Ballentine says his newspaper "responded to complaints" about the phone company's book when it went into the directory publishing business last year in a joint venture with a former Mountain Bell employee.

The ways newspaper companies go about putting out their directories also vary.

Some use newspaper staffers to sell directory advertising, others use separate staffs; some use newspaper carriers to deliver some of the books, others rely entirely on postal carriers; some handle most production in-house, others go to job printers; some publish directories with only Yellow Pages-type listings, others include residential names, addresses and phone numbers.

In that connection, one problem can be obtaining the information from the local telephone companies. Some are more cooperative than others.

Last year, when it was unable to obtain residential listings from New England Telephone Co., MPG Communications of Plymouth, Mass., turned to another independent publisher that had accumulated the information.

Phyllis J. Hughes, publisher of four of MPG's 17 weekly newspapers, got the idea to publish a directory from Town Crier Inc. of Sudbury, Mass. That company, which also publishes weekly papers, began 15 years ago and has been profitable in the venture ever since.

Another veteran directory publisher is Cowles Media Co., publisher of the Minneapolis Star and Tribune and other newspapers, which acquired a suburban directory publisher in Minneapolis-St. Paul six years ago.

But not all newspaper-directory ventures are amassing long track records.

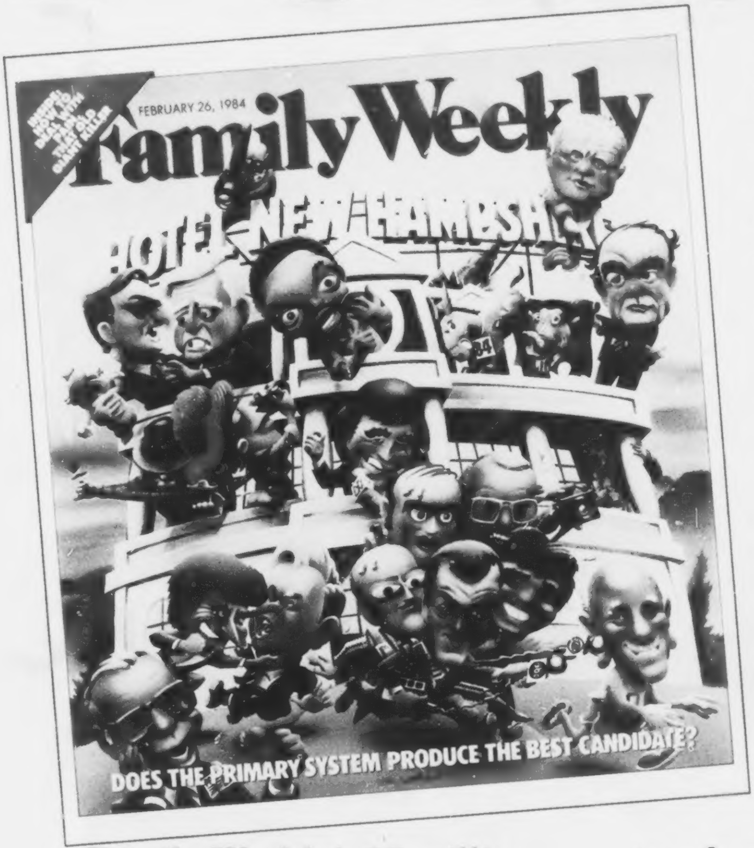
The Cox Enterprises-owned Post and Evening Times of West Palm Beach, Fla., which for three years published semi-annual directories of Yellow Pages advertising, left the directory business last January. According to John L. Sartory, president of Palm Beach Newspapers, the instigating factor was the phone company's introduction of neighborhood directories in several of the same areas.

Another potential competitor is beginning to enter a few neighborhoods—videotex. Some people say that if this new electronic technology grows, it could walk away with directory dollars. □

POLS

Family Weekly throws light on the political realities behind campaign rhetoric.

Exclusively in Family Weekly, Pulitzer Prize-winning historian James MacGregor Burns explores what's wrong with the primary system. And what Americans can do to right it.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POWER

FINDING A BONANZA

CO-OP ADVERTISING

This largely ignored Mother Lode could boost advertising in newspapers as much as 10 percent

BY MARCIA RUTH
presstime staff writer

When Walter VanTrees Northcross saw widespread consumer fears touched off by the gasoline lines of 1974, he knew he needed all the help he could get for his retail stores' Christmas sales campaign. As advertising manager of Puritan Clothing Co. of Cape Cod, a chain of small stores in Massachusetts, he sent 300 letters to clothing manufacturers asking about co-op advertising.

He found a bonanza.

"In four weeks, we had so much money it was overwhelming," he says. "We knew the co-op programs were there, and sometimes we even collected some money . . . but we never really sat down and figured [all the dollars available]. . . . It was dramatic."

The co-op advertising cash vein that Northcross stumbled across enabled his company to place 24 full-page ads that Christmas season in the 40,000-circulation Cape Cod Times in Hyannis, Mass., where his main store is located.

The result was also "overwhelming." In a year when Puritan expected to barely break even, the stores had an 11 percent increase in sales.

But despite such success stories, what was true in 1974 is still true in 1984: Cooperative, retailer-manufacturer arrangements are among the best-kept secrets of the advertising business. Co-op remains what Frank Hennessey, vice president for co-op advertising of the Newspaper Advertising Bureau, calls the "stepchild" of newspaper advertising.

Stumbling blocks. Red-tape, confusion and inertia on the part of retailers, manufacturers and newspapers have hampered the co-op ad concept. However, coordinated efforts are now underway to solve the underlying problems and to popularize the co-op arrangement as a dynamic opportunity for all parties involved.

Just how tantalizing is co-op's still-untapped potential for newspapers?

"It is safe to say if all newspapers were very aggressive and followed up in minute detail, the investment in newspaper advertising could increase between 5 and 10 percent" above the $20.6 billion spent last year for all types of daily newspaper advertising, says Leo L. Kubiet, advertising director of the St. Petersburg Times and Evening Independent and immediate past president of the International Newspaper Advertising and Marketing Executives.

Montgomery Ward gets about a third of its advertising budget paid through co-op programs.

When it works, co-op benefits all three sides of the advertising triangle—the manufacturer, the retailer and the advertising medium.

The manufacturer reimburses the retailer a percentage of the retailer's advertising costs if the manufacturer's products are featured in local ads. The manufacturer gains identifiable local outlets for name products. The retailer gets money to cover part of the advertising budget, and the media get more advertising.

When it doesn't work, says Thomas McCarrick, co-op manager of The Boston Globe, "something terrible happens—nothing."

Hennessey of NAB insists that to make co-op effective, publishers have to be sold on the need to set up a co-op department. Over the last two years, according to NAB, there has been a dramatic increase in the number of newspapers with separate co-op departments—now about two-thirds of U.S. dailies.

But Hennessey admits that publishers often have little statistical information to justify that kind of commitment in advance. Because manufacturers' co-op expenditures are confidential, "everything in co-op is estimated," he says. "There are no hard figures."

NAB estimates that $9 billion in co-op advertising in all media was available from manufacturers in 1983, but that only two-thirds of it was spent.

Both NAB and the Advertising Checking Bureau, which handles more than $2 billion in claims for co-op advertising, estimate that about seven of every 10 co-op dollars are spent in daily newspapers [presstime, April 1983, p. 34].

But they also believe that a sizable amount of newspaper co-op goes uncounted, particularly inserts that end up being tabulated as direct mail.

Typically, a manufacturer will offer to put aside 3 to 5 percent of the net value of the product, sold to the retailer. The money is used to reimburse retailers from 50 percent to the full cost of ads actually placed. It is up to the retailers to keep records of their ads, sending manufacturers proof of publication before collecting.

Depending on the arrangement, either the manufacturer controls the advertising copy, published along with lists of local outlets, or the individual local store draws up the ad, getting credit for including the name and products of the manufacturer.

From the retailer's point of view, co-op can mean a bewildering array of forms and tear sheets as independent entrepreneurs step into the unfamiliar role of justifying expenses to suppliers. "If you want to see a store owner hanging on the ceiling like a cat with his claws, come up behind him and say, 'Co-op.' He doesn't know what to do with it," says retailer Northcross.

Advertising representatives, accustomed to the familiar categories of national, retail and classified ads, sometimes fall into the same confusion. "Everybody knows about co-op," says Kubiet of St. Petersburg, "but a lot of folks think it's a deep mystery."

"Publishers are always talking about the erosion of the retailer," says Michael C. Busse of the Los Angeles Times, chairman of the board of the Newspaper Advertising Co-op Network, a group of about 150 U.S. and Canadian newspapers which has promoted co-op since 1970. "They talk special sections, they talk direct mail, they talk color. They stay away from co-op because they don't understand it."

NAB Programs. To coordinate the three sides of the co-op triangle, NAB established two programs—Newspaper Co-op Network and Retail Co-op Recovery.

Aimed at manufacturers, NCN is a one-order/one-bill system enabling them to place any number of ads by markets or regions in 1,450 newspapers with a single contact [presstime, Aug. 1981, p. 30].

In 1983, the second full year of its operation, NCN handled about $3.5-million worth of newspaper co-op ads for manufacturers.

Aimed at retailers, RCR's file of more than 3,500 co-op plans tells stores how much co-op they have available, how to use it in newspapers and how to collect co-op dollars from manufacturers [presstime, March 1983, p. 34].

Begun in 1977, but not swinging into high gear until late 1982, RCR's results are hard to pin down because it offers information rather than placing orders. But NAB's Hennessey credits RCR with "find[ing] millions of dollars [retailers] have never used before." Moreover, he says the program is now "catching on like wildfire."

> "If you want to see a store owner hanging on the ceiling like a cat with his claws, come up behind him and say, 'Co-op'."

Newspaper initiatives. Because the use of co-op hinges on patient coordination of many small amounts of money and forces manufacturers, retailers and newspapers into unfamiliar roles, progress is often tied to the commitment of individuals and punctuated with success stories like Puritan Clothing's.

At the St. Petersburg papers, during his tenure as co-op manager, Clifton B. Carson invited about 90 suppliers for 17 local Ace hardware stores for breakfast, showed them the $300,000 they had available in co-op dollars over a two-month period and convinced them to advertise as a group instead of individually.

The High Point (N.C.) Enterprise increased co-op advertising 56 percent in 1983, basing its campaign on less than an $8,000 investment in a Radio Shack TRS-80 personal computer system to keep track of co-op accounts. When informed of available co-op funds, retailers can double or triple their advertising with only a 10- or 20-percent increase in their advertising budget, says the Enterprise's national and co-op advertising manager, N. Lane Oldham.

The Los Angeles Times increased the revenue from its co-op advertising about 20 percent last year, says Advertising Director Donald J. Moldanado. One of the first major metropolitan papers to set up a co-op department—in 1970—the Times' increase rests on an established base of close to four million lines of direct co-op advertising.

The critical element in developing co-op's potential for newspapers, says Moldanado, is appointment of a co-op sales manager who is "on line with any other department sales manager [with] the authority to do whatever is necessary" and for larger newspapers, a separate co-op sales staff. "[Co-op] is a unique situation, really a specialized area," he says. "People have to be trained and developed to excel and succeed."

For large retail outfits, the results of a successful co-op advertising program can be dramatic, too.

When Helen W. Carney started her job as co-op advertising manager for Montgomery Ward a year ago, the chain of 338 stores had less than 40 co-op programs. Now there are over 600.

"It's a real myth to think large retail stores claim all that's due them," says Carney, who insists "any large chain should recover at least 30 percent of its advertising budget from co-op."

Some co-op users question the reality of the supposedly large reservoir of unspent co-op dollars. Robert D. Wilcox of Armstrong World Industries says manufacturers offer this large reservoir knowing that a sizable portion of it will go unused. If this were to change—if suddenly more co-op opportunities were seized upon—manufacturers would reduce their offers, says Wilcox, account services manager for Armstrong's retail merchandising service.

For currently available co-op advertising, newspapers are in the enviable position of being the prime carrier. In the fourth quarter of 1983, 98 percent of the 3,300 co-op programs listed by Standard Rate and Data Service, Inc. approved newspapers as an eligible medium. Eighty-two percent approve radio, 74 percent television, 64 percent weeklies, 39 percent magazines, 23 percent shoppers and 23 percent outdoor advertising.

Leading the list of SRDS' 52 categories of co-op users is automobile after-market products, followed by apparel and lawn and garden equipment—large users of brand-name products purchased locally.

But because of the lack of hard statistics, it is difficult to tell how much of the available co-op is actually used by different media, and how patterns shift.

Although few observers agree on the share of co-op advertising obtained by newspapers or their competitors, there is agreement that, as one advertising director put it, "the limit is unlimited."

They also agree that co-op advertising, which NAB estimates is up tenfold since 1970—from $900 million to $9 billion—will not come to newspapers automatically.

"Co-op is not easy," says Oldham of The High Point Enterprise. "It really takes some work. But if you're interested in making it work, it's really going to pay off." □

CELLULAR RADIOTELEPHONE

AP's Lewis tests a portable cellular phone.

Newspapers eye latest marvel in communications

BY MARGARET GENOVESE
presstime staff writer

Last Aug. 27, when he was covering the day-long 20th anniversary commemoration of Martin Luther King Jr.'s historic "I Have a Dream" speech in Washington, D.C., Tim Ahern of the Associated Press called his office to dictate quotes and color from the midst of the event using a hand-held, portable, wireless radiotelephone.

Thanks to this so-called "cellular" communications technology, reporter Ahern was able to provide a running story without leaving the march and rally. Because more than a quarter of a million people attended the King event, Ahern probably would have spent a lot of time trying to find an available pay phone for making cross-town phone contact with the AP's Washington Bureau.

At that time, Washington's cellular communications system was experimental, and AP was only testing it. Now that the service is commercially available in Washington, the chief of the AP bureau there is eager to use it.

"It's quite impressive," says Charles J. Lewis, who has recommended that the news cooperative purchase three portable cellular units for his staff's use. "I think it's going to be a lot of fun letting our imaginations run to come up with the full range of applications possible for this equipment."

When cellular service was first proposed by the Federal Communications Commission as a way to satisfy the pent-up demand for mobile telephones, some newspaper companies looked at it as a communications system they could operate and sell to consumers [presstime, Nov. 1982, p. 18].

Now newspapers, just as the AP's Lewis, are beginning to look at it as a service they can use for newsgathering and communicating with circulation and advertising employees. More can be expected to do so as cellular technology expands into more areas. Currently, only five U.S. cities have operating systems.

Cellular may get its big media test at the Summer Olympic Games starting July 28 in Los Angeles. With events in 20 locations spread over more than 4,500 square miles, the Olympics provide a natural setting for cellular technology. A system is expected to be operating there this month. Another prime candidate for an early demonstration of cellular's contribution to newsgathering will be the Republican National Convention in Dallas in late August. Service is scheduled to start there by July, and several newspapers already have inquired about using cellular phones, according to a spokesman for Southwestern Bell Mobile Systems Inc.

Among them is The Washington Post, which is planning to use portable cellular units within the Dallas Convention Center. "I see a use for them when we have reporters on the floor of the convention, and they may want to contact the press stand, and vice versa," says Robert A. Longstreet, the Post's convention coordinator.

One major stumbling block to widespread use of cellular communications by newspapers may be the cost of the phones—now running about $2,500 to $4,000 per unit. However, like all other new technologies, cellular radio will see its equipment costs drop as mass production begins and as more companies enter the manufacturing arena, notes Stuart F. Crump Jr., editor and publisher of Cellular Radio News newsletter.

In part because of the costs, use of cellular phones by daily newspapers in the five cellular-situated cities is limited. Another factor is those papers' investment in, and general satisfaction with, their old two-way radio systems.

Contrasting newspapers' hesitant approach to cellular technology are radio and TV news departments, which are adopting it as a means of keeping in touch with their crews in the field.

Advantages. Unlike conventional mobile telephone systems that use a large, high-power antenna to transmit and receive calls throughout a metropolitan area, cellular technology uses smaller, low-power antennas located in zones or "cells" of the market, hence the name "cellular."

In a cellular system, when a call is made, the mobile or portable unit is connected to the local telephone network through the nearest receiving/transmitting cell site. Then, as a car equipped with a cellular unit, or the person carrying a portable one, moves through a city, the call is "handed off" from cell to cell by a computerized switching system.

The primary advantages of cellular systems over conventional mobile telephone systems are:

- High transmission quality
- The ability to handle an almost unlimited number of simultaneous conversations
- Potential availability of service. In some cities, there reportedly are years-long waiting lists for conventional mobile phones.

Some advantages of cellular radio over two-way radio are:

- Ability to call anyone with a telephone, and, conversely, the ability to receive calls from anyone with a telephone
- Protection of privacy. Cellular experts say it is almost impossible for outsiders to monitor a cellular phone conversation because transmission channels are assigned randomly as the call is placed and change as the caller travels from cell to cell. Conversations via two-way radio may be picked up more easily on radio scanners.

The FCC is authorizing two cellular

systems in each market, one for a telephone company, the other for a non-telephone company.

Chicago became the first cellular city last October. In December, the Washington-Baltimore market got commercial cellular service, from Cellular One, in which The Washington Post Co. is a partner. Indianapolis and Buffalo systems began operating during the first four months of this year.

The Chicago Sun-Times has provided its columnist and investigative reporter Art Petacque with a cellular phone for his car. The Washington Post and the Chicago Tribune have installed them in automobiles used by top corporate or newspaper executives.

But other newspapers decided against cellular service. "Right now we have a radio system that is working well, that is answering our needs, and I really don't see where (cellular) is in our picture at the present time until costs come way down," says Harold E. Archer, general services manager of The Baltimore Sun. But he adds, "I think eventually they will come way down, and when they do I think we ought to look at it again."

Someone else who thinks newspapers should continue to eye cellular is Mark Mattison, marketing manager of Knight-Ridder Newspaper Sales. As chairman of the Electronic Publishing Committee of the International Circulation Managers Association, Mattison is monitoring the technology. "I don't see it as an immediate newspaper purchase, but certainly something to stay on top of," he says.

Currently, a cellular unit for a motor vehicle costs about $2,500 and a hand-held unit about $3,950, according to John B. Detwiler, account manager for American TeleServices Inc., another partner in Washington's Cellular One system. There is an additional charge of about $220 to install the mobile unit in a vehicle. Lease options are available.

On top of that, there are access and usage fees. Cellular One charges a monthly "subscription fee" of $35 that provides access to the service. The usage fee is 40 cents a minute during the "prime time" hours of 7 a.m. to 7 p.m. Monday through Friday, and 24 cents a minute at other times.

The competing system known as Alex, offered by Bell Atlantic Mobile Systems, has a slightly different fee schedule: for a subscription, $25 a month; for usage, 45 cents a minute for prime time, and 27 cents a minute for non-prime time.

Cellular is not currently touted as a means of transmitting to computers, because of a brief period of fading when a call is "handed off" from one cell to another. Although the gap would not be a problem for voice communication, it could play havoc with data.

However, the AP's Lewis is convinced that data transmission is practical. The gap may mean the loss of a character or two of copy, he says, but that merely means that copy may have to be more closely edited.

The "ultimate" use of cellular technology? Equipped with a portable computer connected to a portable cellular phone, an AP staffer could type a story directly into an AP computer from the middle of Chesapeake Bay while covering a fishing tournament, or even from the chamber of the U.S. Supreme Court, says Lewis. "I'll have my computer, I'll have my phone, and I can sit in the court without fear of contempt and compose and file and nobody would even know I was doing it."

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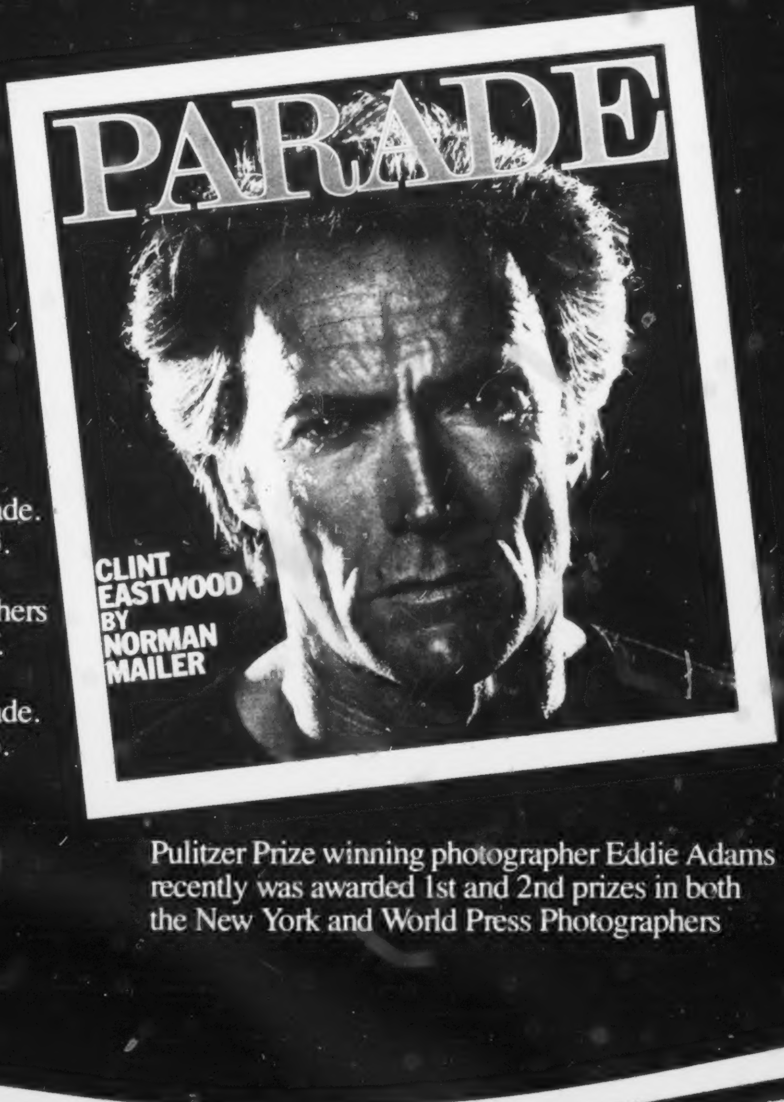

First Place:
World Photo Contest.
Amsterdam, Holland.
Photographer:
Eddie Adams for Parade.
Portrait Division 1983.
First Place:
N.Y. Press Photographers
Assoc. Photo Contest.
Photographer:
Eddie Adams for Parade.
Portrait Division 1983.

Pulitzer Prize winning photographer Eddie Adams recently was awarded 1st and 2nd prizes in both the New York and World Press Photographers

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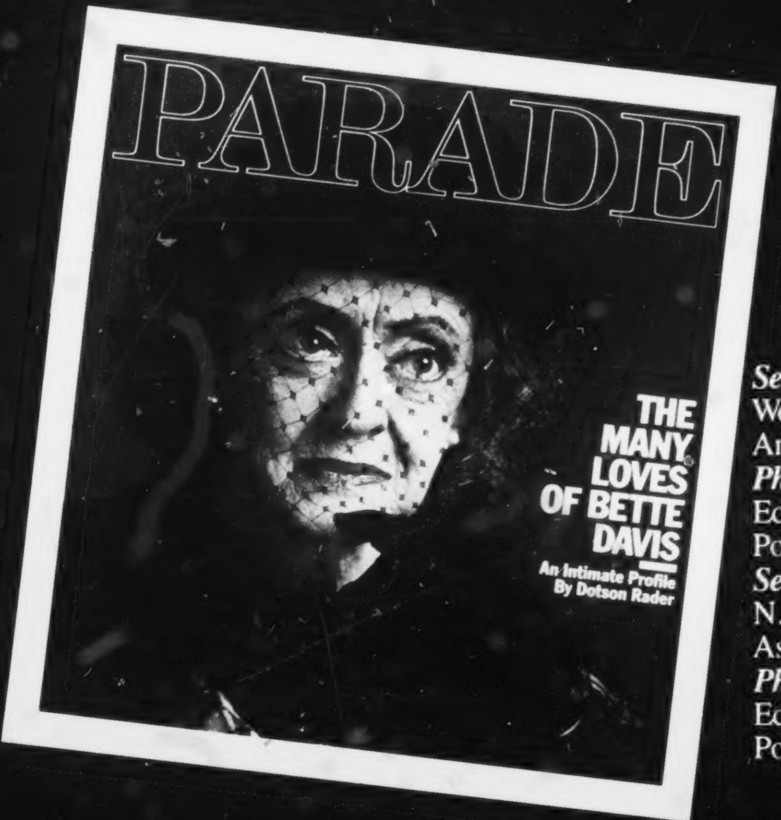
astwood and Bette Davis d-winning pictures.



PARADE

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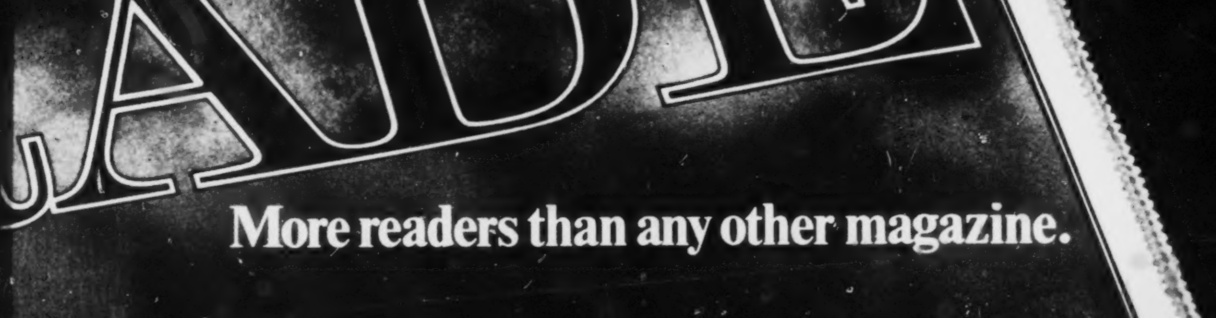
Portrait Division 1983.
Second Place:
N.Y. Press Photographers
Assoc. Photo Contest.
Photographer:
Eddie Adams for Parade.
Portrait Division 1983.

Association Contests for two photographs which appeared as covers for Parade Magazine.



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SUCCESS IN SAGINAW

Daily grows despite poor economy

BY C. DAVID RAMBO
presstime staff writer

High unemployment and lingering economic gloom in the so-called Frost Belt have chilled the circulation and financial performance of many newspapers. Not *all* dailies have seen their business cool down, however.

One prominent exception is The Saginaw (Mich.) News, an evening daily located in an area that has been especially depressed because of its dependence on the auto industry. While many other businesses in Saginaw have suffered, the News in March recorded its 62nd consecutive month of circulation growth, and executives were confident that April would become the 63rd.

The News' circulation growth not only runs counter to other newspapers' records in financially ailing areas, but it also challenges the notion that p.m. papers are doomed to dwindling readership, no matter what.

As of the last Audit Bureau of Circulations reporting period (the six months ending Sept. 30, 1983), the News' circulation was 56,216 daily and 59,596 Sunday. Those figures were up 3,780 and 4,428, respectively, from five years before.

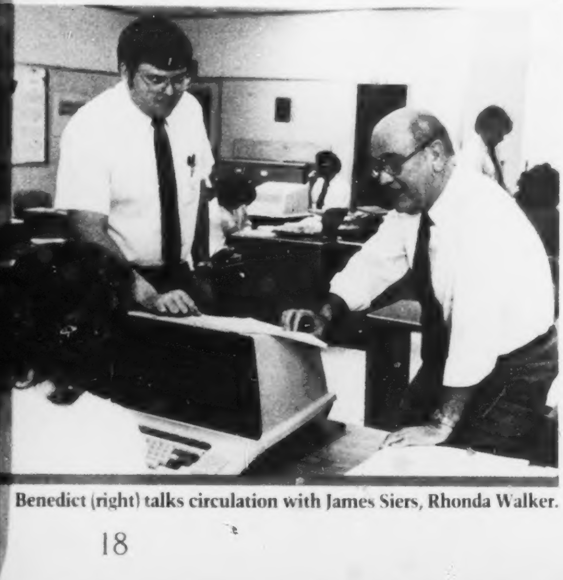
In the course of this growth period, unemployment in the Saginaw area—where about 40 percent of the work force depends on General Motors manufacturing entities for income—reached 20 percent, according to Publisher David D. Wierman. Even now, when the national unemployment rate has dropped to 7.7 percent, Saginaw's is still about 11.3 percent, he says.

Circulation Manager Robert D. Benedict says the month-to-month increases since January 1979, comparing the same month from year to year, ranged from 100 copies weekdays to 2,000 copies Sundays. He attributes that especially strong Sunday increase mainly to single-copy sales resulting from use of more racks and other sales outlets.

Generally, News executives say the success story results from hard work, circulation-sales promotion programs, good service to subscribers and, the baseline for it all, having a good product to sell.

"No single program could be described as being most responsible" for the growth, Benedict explains. "It's more a variety of things." Among them:

- A direct-mail subscription solicitation program. Letters are mailed via bulk third-class mail to non-subscribers, offering introductory subscriptions at a discount.
- Telephone solicitations of non-subscribers. The newspaper also calls readers whose subscriptions lapse to learn why and to attempt to sell a renewal.
- A total-market-coverage product delivered to non-subscribers, which heavily promotes the paid newspaper [presstime, April 1984, p. 22]
- Two major subscription-sales contests for carriers every year
- An aggressive program to solve delivery problems. If, for example, a subscriber does not receive the paper as scheduled, the error is traced immediately in an effort to prevent a recurrence. "It's a lot easier to keep a subscriber than it is to get one," Benedict says.
- Greater efforts to increase single-copy sales from newsracks and newsstands. "We try to make sure someone who wants to walk or drive someplace to buy a copy of the newspaper doesn't have to go too far," he says.


Benedict (right) talks circulation with James Siers, Rhonda Walker.

One thing hard economic times did for The Saginaw News is reduce the turnover rate of its "little merchants"—youth carriers who work as independent contract carriers. At a time when some newspapers have found it increasingly difficult to recruit and keep youth carriers, "the recession in Michigan probably has helped us to keep little merchants on routes. Parents did not have as much money there for a while," observes Benedict.

He is quick to lavish praise on his staff—including more than 400 carriers, 59 motor-route operators and 35 agents in addition to district managers and other office staff. But he also gives credit to the editorial, advertising and production departments for producing a quality newspaper to sell.

The Saginaw News last year won the third-place award for general excellence among dailies with more than 30,000 circulation in the Michigan Press Association Newspaper Contest.

Metro Editor Paul C. Chaffee says the paper makes a special effort to come up with "sidebars that go beyond the obvious" and "a steady flow of more in-depth projects." It has developed series on such topics as the "rat problem in Saginaw," the workings of the juvenile court system and police drug raids that resulted in few convictions.

The News also has benefited from efforts of its parent organization, Booth Newspapers, to weather the economic winter in Michigan. Booth, itself a part of the Newhouse Newspapers organization, consists of eight Michigan dailies. "We're after circulation," says Danny R. Gaydou, Booth's vice president of finance, marketing and sales.

Gaydou says research, promotion, development of computerized mailing lists, vigorous subscriber retention programs and other activities are allowing the newspapers to fare relatively well. In the process, he says, "We're turning marginal readers into regular readers and non-readers into marginal readers."

He adds that "raw volume" of advertising also is up "significantly." One innovation, he says, is attracting employment advertising from firms in other parts of the country that recognize the availability of a good job force.

For The Saginaw News and others prospering under similar pressure, the tools for growth have become well-honed. Benedict says the goal now is to perpetuate the period of improvement. "Our objective is to make subscribers of everybody in eight counties who can and want to read a good newspaper and pay for it." ☐

PROFILE

John J. Curley

Gannett president champions fairness

John J. Curley

BY C. DAVID RAMBO
presstime staff writer

When John J. Curley was suburban editor at Gannett Co. Inc.'s Times-Union in Rochester, N.Y., he often told his small staff, "Strike while the iron is hot." Times-Union reporter Susan J. Smith recalls, "He meant, 'Take advantage of opportunities when they arise.'"

It is advice Curley himself has followed. In fewer than 15 years, he has blazed a trail to the top of the Gannett organization, having just been named president and chief operating officer. According to some observers, Curley, 45, is now the likely successor to Allen H. Neuharth, Gannett chairman and chief executive officer, who is 60.

Curley has built a reputation as a bright, affable but also quiet and low-key executive. Vincent E. Spezzano, Gannett's senior vice president/communications, says Curley above all is a "people person" whose employees "like him because he's fair and he's firm."

"He's very good at motivating people by kind of generating an excitement over a story," says reporter Smith. "He gets excited about it, and then you do, too."

John C. Quinn, Gannett executive vice president, chief news executive and editor of USA Today, says that Curley—who regularly jogs, plays tennis and participates in other sports—conducts business with an athletic vitality. "He works and he thinks the same way he plays," Quinn explains. "He has that same active way of moving and thinking at the same time."

Sports, in fact, have played an important role in the new Gannett president's career. When Curley was 13 years old, his father, a teacher in Easton, Pa., was summer recreation director for the city. Part of that job was compiling sports scores and other information and submitting them to editors at The Easton Express, as the city's daily newspaper was then named. The young Curley helped his father with this chore, and "instead of giving them just the notes" for one important game, Curley says, "I wrote the story." The Express ran it virtually word for word.

Curley went on to work as a stringer, paid by the column inch, covering scholastic sports. The summer of 1956, after graduation from Easton High School, Curley worked as an Express newsroom intern. He then worked as a reporter and editor during his summers away from Dickinson College in Carlisle, Pa., where he graduated cum laude in 1960 with a bachelor's degree in political science and English.

"He was the best [intern] that I ever had under my wing," says S. Parnell Lewis, retired associate editor of the Express and a 43-year newspaperman. "He was an exceptional kid. He was quiet, solid, right on target. His rise is amazing, but not very surprising."

Curley whirled through a number of positions after his final summer at the Express. He joined the Army, serving two years as a lieutenant in public affairs.

In 1961, while in the Army, he took on a part-time job with the Associated Press in New York. Going full-time after his discharge, he worked for the AP until 1966, moving up from reporter to state editor in New Jersey. Curley also earned a master's degree in 1963 from Columbia University.

He then worked as a reporter and editor for newspapers in Asbury Park and Perth Amboy, N.J., until mid-1969, when he took a brief fling at political work, serving as press secretary in the successful gubernatorial campaign of New Jersey Republican William Cahill.

Curley quickly discovered that the world of politics was against his grain, and he headed right back to newspapers after the campaign. In one of his most important career moves he joined Gannett, more specifically the Times-Union in the company's headquarters city of Rochester.

Curley says he likes the "variety" offered by a career in the newspaper business. "I like to run things and manage things, and I like to see things improve." He has had ample chance to do all these things in his rapid ascension.

After only five months in Rochester, he was reassigned to The Courier-News in Bridgewater, N.J., as editor and later as publisher and president. He then was named: chief and later general manager of Gannett News Service; vice president/news for Gannett; president and publisher of The News-Journal Co., Wilmington, Del.; president of Gannett's Mid-Atlantic newspaper group; founding editor, USA Today; president, Gannett newspaper division; member of the Gannett Board of Directors.

Associates say one reason Curley rose so quickly is that he excelled, no matter what tasks were thrown at him. Gannett executive Spezzano reports: "When he was a reporter, he was a very good reporter. When he was suburban editor, he was a very good editor. And when he was head of the Gannett News Service, he did that very well."

Even though he often is called "reserved," sometimes even quiet, Curley is decisive and does not hesitate to express his opinions. Julius Duscha, director of The Washington Journalism Center—Curley is chairman of its board of trustees—calls him "the kind of guy who gives you a yes or no. He's also the kind of guy who'll give you your head."

Curley is described as a sharp editor who insists on fairness, accuracy and getting all sides of the story. Weaknesses he ascribes to many newsrooms today are "sloppy work" and such things as "not checking information firsthand," even though that information is available to the reporter. He has been known to be abrupt with reporters interviewing him, especially when they ask what he considers to be poor questions.

He also is irked by what he considers loose writing, the kind that doesn't tell a sports score in the first or second paragraph.

Curley and his wife, Ann, live near Bethesda, Md. They have two sons, John, 19, and Tom, 15. ☐

The perils are great if the press doesn't confront public-trust challenges

BY LOUIS D. BOCCARDI

A few months have passed since the Grenadian episode sent a shock wave through our ranks. Like ANPA and ASNE and other news organizations, the Associated Press has been constructively involved in discussing that episode with the government to avoid a repetition.

But news, as we all say, is perishable, and Grenada is, in a sense, already an old story. And if we content ourselves with dealing with Grenada simplistically in terms of an anti-press administration on the one hand and the people's right to know on the other, we mask deeper issues that the hour has come for us to confront.

The crisis has both journalistic and economic significance. For what more serious blow can we envision to our place in a democracy than that the public, our public, not trust or believe us? And what more serious business problem might we face than that the customers turn away because we don't meet their needs?

Fortunately, the situation is not quite so dire—yet.

But what is this feeling? How did it grow, and what should we journalists do about it?

First of all, while we ought to worry about the public perception of what we do, we should be honest enough with ourselves to understand that "popularity" is not what we require.

Were we to embrace the idea that we must achieve popularity at any cost, we would be surrendering without a fight the very freedom that brave people have died to preserve.

Louis D. Boccardi

The words of Sen. Daniel Moynihan at the ANPA Convention two years ago come to mind: "Show me a country whose newspapers are full of good news, and I will show you a country whose jails are full of good men."

So, let's agree that we are not out to win a popularity contest.

We, the press, have been dissecting ourselves for a decade, worrying publicly and seemingly endlessly about what our readers think. But not enough of our introspection has focused on re-examining what we do, how we do it and, most important of all in my view, what has happened to our place in the environment in which we do it.

Let me put this thought out and then work my way back to it: Is it time now for us to re-examine some of the basic assumptions we make about what we do? Isn't it possible that the problem is *not* that we don't explain ourselves enough to the public, but rather that, having heard our explanation, the society is increasingly saying to us, "No, that may be what you want but it does not serve my interests"? Or, to put it still another way, have we reached a point where we must recognize an obligation *not* to do some of the things the First Amendment gives us every right to do? Have we acquired some habits that need to be broken?

We must bring to the discussion enough trust in our professionalism, and enough concern for our impact on society, to approach such questions without defensiveness.

We are at a time when we journalists must ask and answer these questions for ourselves. There is no shortage of people who, if we fail, will be glad to supply answers we do not like, answers which threaten to weaken our ability to serve the people in whose name we practice our profession.

A premise of what I am saying is that the place and presence of the media in our society today are fundamentally different than was the case 20 or 30 years ago. We are in a different place in a different society. Both those ideas are important.

In a perceptive magazine article, Louis Banks of the Massachusetts Institute of Technology wrote of the rise of what he calls "the newsocracy."

"It is becoming clear," Banks wrote, "that the increasingly pervasive power of the media is central to the development of most other American institutions. We are, in fact, becoming what might be called a 'newsocracy.' The technology and substance of today's newscasting combine for an impact greater than that of any other informational force in the history of democratic societies—redirecting even the traditional processes of politics. This is a matter of social consequence, because some aspects of media value judgment might be perceived as being at odds with the general welfare."

One more point from Banks, before we move on. He cites two trends that have magnified this journalistic influence. One

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Boccardi is executive vice president of the Associated Press. This article is adapted from his presentation April 30 to the AP's annual meeting in Montreal.

is the growing awareness of the interdependence of events—a sense that somehow almost nothing happens that doesn't affect, or threaten to affect, me. And the other trend is an increased awareness and sense of participation in events.

The media, in other words, are everywhere, and the question this raises in the context of the discussion here is whether this argues for a reappraisal of some of our attitudes and some of our actions—attitudes and actions we have a First Amendment "right" to leave just where they are but, perhaps, a societal obligation to re-examine.

Let me try to put all this another way: You've all heard a thousand times the old cliche about the messenger being beheaded for bringing bad news. We seem unable to have a newspaper convention without that being said by someone. The analogy has a point, but I think we must go deeper than that. To much of our audience, we have not simply been the messengers of Vietnam, Watergate, the flower children and all the rest. No, we are perceived by many not as messengers but as *agents* of that change—and there is a fundamental and significant difference.

We have a choice:

We can decide that the way it is, is the way it must be—that we cannot heed the warning signs from our public without surrendering our honor. We can join the transvestite cabaret singer in the Broadway show "La Cage Aux Folles" when he sings, "I Am What I Am."

Or we can re-examine those things that we know are at the heart of this issue of public support of our role, and see whether there is a message there we can safely heed.

It is no longer enough, in my view, for us all to busy ourselves with defenses of the status quo. Yes, when a judge threatens to throw us out of a courtroom, we should fight like hell. We belong there. But do grand jury minutes or leaked indictments belong in our news columns? I think not, but there they appear.

When American mothers and fathers learn of the death of their Marine son, their grief is part of the story. It is part of the nation's agony and we must tell it. But must we be at their side with our camera when the Marine major breaks the news? I think not, but we are.

When a whistleblower turns to us to expose government wrongdoing but demands anonymity, we should welcome him and expose. But should we let high officials use our news columns to argue anonymously for their policies or to attack their political foes? I think not, but we do.

> *Have we reached a point where we must recognize an obligation not to do some of the things the First Amendment gives us every right to do?*

Do we delight in sometimes petty investigative stories while more fundamental issues go unreported? Not always, of course, but too often.

When human error lets an inaccuracy slip into our stories, what else can we do except correct it as soon as we know? But must our credibility forever be hostage to the small errors that loom large to those few readers who themselves know the facts of the case? I think not.

When a reader complains about too much bad news, do we dismiss the thought as a dreamer's longing for a world that is not? Or should we not re-examine standards which, on some days, seem to foreclose from our audiences any suggestion that anything, anywhere is being done right by anybody? The question is not an idle one about sugar-coating reality. It is a question that challenges our ability to make our news products reflect the world of our readers' experience.

I won't continue the litany. But it is a long one—both for print and for television, some of it overlapping but some unique to the medium.

It would be easy to take what I have said and twist it into a plea for cowardice, for doing only what the readers will love us for. In a word, a call for surrender.

In fact, my call is for anything but cowardice. It is for the courage to look—as free First Amendment-protected professional journalists—at the new place of the media in this society and the obligations that place imposes on us.

We delude ourselves if we think that we can long remain free without public understanding and support. Our prized First Amendment will be in jeopardy if, over a long period, our media fail to achieve a broad consensus in support of our function. We have not lost the debate. But to ignore the dangers all but ensures that we will lose.

Strange, isn't it, that all this is happening when the newspaper press in the United States is better today than it has ever been.

And yet, at this same time, we find ourselves under assault for some of the other things we do. I do not think that more of the same—that is, more defense of the things that are causing the problems—will carry the day.

We need to re-examine attitudes and practices. It is neither a short nor an easy job. But it is *our* job, and it would be tragic for us to leave it to be done by those whose motive is partisan, whose goal is not the strengthening of the First Amendment function but its perversion.

If as editors and publishers we decide that we are what we are, so be it. But let us at least review and decide, each in one's own way, what is best for us. The beauty of our press is that it *is* independent and quirky and resists dictates from whatever direction.

Anyone who would hear in those words a timid spirit misses my meaning, for to first conduct and then put into practice some of the self-discipline I'm talking about will take infinitely more courage and wisdom than simply surrendering to the present climate as inevitable and enduring.

Indeed, the timid course is to surrender, to hunker down, rather than to re-examine.

Some of what ails will be easy to fix. Some, more ingrained and at the same time more subtle, will be more difficult to assay.

And no such effort will proceed without controversy—controversy bred in considerable measure by honest disagreement within the profession of journalism but also, we must recognize, fed by those with partisan and hostile reason to try to take advantage of any perceived division in our ranks.

To be editor of the Associated Press in those turbulent years when opinionated "new journalism" was the coming thing was a frustrating experience.

But we held AP to its course of news as honest and objective as we could make it. And there is a certain satisfaction in seeing the pendulum come back, back to basic journalism.

While what we do must pass through the filter of your newsroom, I am not preaching something that only you ought to do. I speak to, and for, AP as well.

I am talking about tasks that face all of us as we take back the initiative from those who seek not a strong free press but a weak press.

There is abundant evidence that if we do not accept this challenge and respond to it, others will do so for us, not by moving into our newsrooms but by turning away from our newspapers. ☐

ANPA's meeting in Montreal: C'est magnifique!

CON

ANPA left the United States for the first time in its 98 years, and, apparently, it liked the idea. A combination of a comprehensive program covering all major newspaper business issues, the charm and diversity of host Montreal, and economic good times for the business turned the publishers out. The 98th Annual Convention April 30-May 2 drew 2,309 registrants, the second-largest crowd the Association's history.

In addition to regular business, Convention-goers received what outgoing Chairman and President William C. Marcil termed an "education in Canadian politics," an economics warning from some leading U.S. industrialists, and an introduction to a spacious convention center that replaced the traditional—and sometimes cramped—hotel meeting sites.

What the publishers found on this Canadian excursion was a convention that addressed several vital matters but was dominated by none.

Going in, the mood was positive, following a year that saw circulation and ad linage move forward and ad revenues leap ahead, with predictions of more of the same for this year.

But the picture is not all sunny. The biggest and darkest cloud—and the subject publishers said most worried them today—results from postal rates and the manner by which direct mailers are using them in competition with newspaper advertising. The issue was fully aired Tuesday when the Newspaper Advertising Bureau, in an acknowledgement of the severity of the problem, eschewed much of its regular promotional program and devoted ample time to marriage mail and postal rates.

Close behind in Convention conversation and concern was the entire issue of how the public perceives the press. Too often that perception is negative, and too often the press is to blame, according to AP Executive Vice President Lou Boccardi. In a thoughtful Monday presentation, Boccardi issued a tough challenge to newspaper executives to do something about it.

If those two subjects were the top newspaper topics in Montreal, the U.S. economy, more specifically annual federal budget deficits on the order of $200 billion, was the most common general topic. From the bombast of Chrysler's Lee Iacocca with his references to "smokestack America" and "rust-bowl cities" and "subsidy city," to the quiet concern of former Treasury Secretary Michael Blumenthal, to the globe-spanning deals described by industrialist Armand Hammer, to the statesmanlike presentation of Canadian Prime Minister Pierre Trudeau, the subject was the same—the economy and, usually, the deficits that endanger that economy.

Like all successful conventions, much of the nuts and bolts work was conducted in the clinics and workshops. The comfortable rooms of the Convention Centre were the scene for sessions on advertising, circulation, stress, libel, minority employment, telemarketing, electronic publishing, journalism education, financial planning and many others. There was even time to examine how the brain functions. For the first time, several of the clinics were developed by other specialized newspaper organizations, thereby proving Marcil's keynote contention that "Everyone in this business is working together, talking together and acting together."

In the midst of all this, the Association elected its new chairman and president, Richard J.V. Johnson of the Houston Chronicle—the first Texan to hold the post.

But perhaps most lasting of all, newspaper executives from both nations left that island city along the St. Lawrence River with a new appreciation of the ties between the United States and Canada. As Prime Minister Trudeau noted, 70 percent of Canada's exports go to the United States, and U.S. exports to Canada are greater than its exports to Britain, France and West Germany combined. Marcil said it best: "Indeed the United States does border on the magnificent."

At right: Publisher F. William Power of The Lima (Ohio) News and his Canadian-born wife Jean check out the delights of Place Jacques Cartier in Old Montreal.

(Convention color photography by Arne Glassbourg.)

VENTION REPORT

98th Annual Convention
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2, 1984
98th Annual Convention

Newspapers preparing for a prosperous future

DAY 1 APRIL 30

- Promise of the future
- Press responsibility
- Industrialist's warning
- Down to business

In an address notable for its unwavering optimism, outgoing ANPA Chairman and President William C. Marcil opened the Convention by forecasting a turn-of-the-century in which the newspaper business would be flourishing largely because of steps it is taking today.

"Our job is not just to protect newspapering, but to perfect it," he said, leaving no doubt about his belief that that process is well underway.

While welcoming the opportunity to "continue our education in Canadian politics"—indeed, his speech was sandwiched between a Canadian/U.S. history review by Montreal Mayor Jean Drapeau and a call for greater understanding of Quebec by its Prime Minister Rene Levesque—Marcil's attention was squarely on newspapers positioning themselves for the future.

By the year 2000, he predicted, newspapers will be:

- Editing and packaging news, advertising and entertainment for easier consumption. "We may be printing by plateless, lighter, faster, quality-color presses with new-formula inks on new-content paper."
- Contributing information to other high-technology data bases
- Distributing and marketing with greater flexibility
- Re-emphasizing fairness, professionalism and accuracy. "We will have taken stock and then improved our habits—not just blindly defended them."

Marcil, president and publisher of The Forum of Fargo, N.D., said much of the present and future strengths of the newspaper business are due to current efforts by ANPA and others, such as programs to combat illiteracy, to establish a voluntary Standard Advertising Unit system and to enhance liaison with the Audit Bureau of Circulations.

ANPA Foundation, he said, is sponsoring three symposia to help newspapers increase literacy in their communities.

At left: The Royal Canadian Mounted Police put on a spectacular "musical ride" for conventioneers at Blue Bonnets Racetrack.
At right: Marcil delivers keynote address.

The SAU™ system, in addition to making it easier for national and regional advertisers to use newspapers when it is implemented July 1, will allow for further targeting of ads for specific customers through greater use of electronic pagination and computerization, he said. Farther down the road, SAUs and pagination can lead to "widespread satellite distribution of national advertising."

With ABC, Marcil noted, "progress has been plotted on subjects that will carefully preserve the integrity of the audit function while allowing publishers to be innovative and creative marketers at the same time."

After praising ANPA as an association that can deal with both the expected—postal rate challenges—and the unexpected—the "Grenada news glitch"—Marcil looked back on his two years of leadership and recalled that he had two objectives when he took over. The first, was to complete successfully the consolidation of all ANPA activities at an expanded Newspaper Center in Reston, Va. The other was to use that development "to enhance even further our communications, coordination and cooperation with the many other societies and associations active in our business."

Both of those goals have been met, Marcil said.

"Everyone in this business is working together, talking together and acting together, for the overall good of our business. We [illegible] wanted that to happen, and it has. Now, we have only to exploit this synergism for further progress for our countries and for our businesses," he said.

Preceding Marcil to the lectern, Mayor Drapeau welcomed the publishers, noting that this was the first time in its 98 years that ANPA had met in Canada, and proceeded to recount many instances connecting the history and growth of the two countries. His hope, he said, is that the Convention will prove to U.S. publishers that "Canada is much more than a place which sends cold fronts to the United States."

Levesque, leader of Quebec's separatist movement and prime minister of the province since 1976, extolled French-speaking Quebec's hospitality and openness to Americans. ☐

Boccardi's entreaty draws wide publisher support

ANPA conventioneers, with some reservations, loudly applauded Associated Press Executive Vice President Louis D. Boccardi's call for American journalists to re-examine their attitudes and practices to gain public understanding and support vital to a free press.

Boccardi said the news media are now at center stage, viewed by many not as messengers but as agents of change, with public support dwindling in a threatening manner. [See essay, p. 20.]

He said most of what journalists do is being done better than ever before, "but we also do some things that are turning our audience against us . . . things like our intrusiveness, like leaks that can destroy reputation, like the almost constantly negative tone without a balancing attention to what does go right, things like carelessness with fact and with correction."

That is why the media must stop and re-examine practices disturbing to so many Americans before hostility to the practices undermines the whole structure on which journalism's place in society is built, said Boccardi at the AP's Annual Meeting.

"I think what he had to say was right on target," said Charles M. Meredith III, publisher of The Free Press in Quakertown, Pa., immediately following the Boccardi address. "Hopefully, we'll all take it back to our newsrooms where it ought to be heard."

Boccardi's speech was "a magnificent expression of our problems and a magnificent expression of some solutions to them," said David R. Bradley, chairman of News-Press & Gazette Co., St. Joseph Mo.

Some others who agreed with Boccardi maintained that the worst abuses cited by the AP executive were transgressions of TV news, not newspapers.

"It's true, we've got a lot of problems, but we are already doing a lot of the reassessment that Lou was calling for," said Otis Chandler, chairman of Times Mirror Co., Los Angeles. "Sometimes you have to use unnamed sources because it's the only way you can get the information. But stealing documents or looking over a secretary's shoulder to get an unauthorized look at a grand jury transcript are things I hope we can get away from."

"Lou Boccardi was totally correct in his view, his call for a re-examination of some current journalistic practices," said Jack E. Doyle, general manager of The Daily Camera in Boulder, Colo. "My concern is whether these publishers heard the message. But those who are responsible did hear it and will react accordingly."

Publisher J. Herman Pouliot of the Nashua [N.H.] Telegraph said, "I think he was right on target. He's a very astute individual."

Some listeners, however, qualified their support of Boccardi's entreaty.

"Lou had some salient points, but there are dangers. . . . If we go too far, the press will become too timid," said David Kraslow, publisher of The Miami News. "If people misread Lou's message, it's a guaranteed formula for blandness, and Lou didn't have that in mind."

"I agree with certain of his premises, but I think each newspaper or each company should [reassess news policies] on its own, not as part of some big industry-wide effort," said Katharine Graham, chairman of The Washington Post Co.

She added: "The worst media intrusion comes from television, such as emotional, prying interviews with grieving mothers of dead Marines. But we all need to be more sensitive, more aware of the feelings of people. I am against any codes of ethics or industry action that would somehow be imposed on individual newspapers. There are too many nuances, too many freedoms involved for that." □

AP rates changed; six elected to board

The Associated Press's new, simplified assessment formula for newspaper members was officially adopted by the wire service's board of directors just prior to its annual meeting, AP Chairman Frank Batten reported at that meeting.

The new formula, based on a newspaper's paid circulation [presstime, April 1984, p. 70], will use July 1, 1984, circulation figures to calculate 1985 rate charges, Batten said. Next, the board will re-examine the AP fees charged broadcasters.

The Washington Post's Katharine Graham praises new AP rates.

Two incumbents and four new directors were elected to three-year terms on the AP board. Re-elected were Batten, with 16,432 votes, and John O. Emmerich Jr., publisher of the Greenwood [Miss.] Commonwealth, in the category of cities of less than 50,000 population, with 15,115.

The new directors and their vote totals are Joe D. Smith Jr., Alexandria [La.] Daily Town Talk, 11,590; J. Stewart Bryan III, Richmond [Va.] Times-Dispatch and News Leader, 10,631; Tom Johnson, Los Angeles Times, 10,179; and James K. Batten, Knight-Ridder Newspapers Inc., 9,141.

Unsuccessful were Katherine Fanning, The Christian Science Monitor, 8,940 votes; Edwin L. Heminger, The Courier, Findlay, Ohio, 6,698; Ruth S. Holmberg, The Chattanooga Times, 6,334; Mary Schurz, The Advocate-Messenger, Danville, Ky., 6,248; David Starr, Springfield [Mass.] Newspapers, 6,000; and Don P. Campbell, The Columbian, Vancouver, Wash., 2,673. □

Iacocca drives home concerns about the deficit

Tough-talking Lee A. Iacocca warned that the next recession in North America could come "as early as the summer of 1985" unless "the boys in Washington" do something about this year's $200-billion federal deficit, which he called "our national scandal."

"Some say we can't do anything in an election year," but it's time for the government to make "tough decisions," the Chrysler Corp. chairman told the Associated Press Annual Luncheon.

For example, he said that when he suggested to President Reagan that a 15-cents-a-gallon tax be levied on gasoline at the pumps, the reply was that "his pollster" believed it would be "especially unpopular."

In a booming, no-nonsense voice that has carried many Chrysler TV commercials, Iacocca spun from one aspect of the national economy to another in a 45-minute oration.

And with candor that many in the audience found refreshing, he let it be known exactly where he stands on a host of issues.

Washington, he declared, is "subsidy city." U.S. tax policies are "confusing." And the nation's economy should by no means become the exclusive province of high-technology industries.

Iacocca said he gets "damn mad" when he hears "the futurists" say the work force has to be retrained "because the country's got no choice but to let our basic industry and its jobs move offshore.

"Sure, we can equip some of these people to handle new technologies . . . and some of them will actually find jobs.

"But to keep telling the people out of work in Pittsburgh and Detroit that they should all become computer technicians or go into a service business—well, that's just a cruel hoax. First, there aren't enough jobs, and second, the jobs that are there don't pay well enough—unless you're one of those who want to wish away the middle class."

General Motors, Ford and Chrysler are the country's biggest users of computers, he said. "Close us down, you close down American steel, American rubber and all those middle-class jobs. Who's going to buy the Big Macs then? Who's going to buy the cars and the houses? Hell, who's going to buy the newspapers?"

Chrysler has chosen to compete in North America, he said, because 600,000 jobs are at stake. The company is healthy again "because thousands of us chose to make that happen."

He rebuked the editorial writers "who say we have scandalous profits" and are "gouging" the public. Despite recent profitability, he said, "I'm still in the hole" after six and a half years of Chrysler losses.

Customers' particular preferences make prices and profits go up, too, he added, noting that Chrysler's new minivans have turned out to be high-margin products because buyers are loading them with accessories. "They're buying steaks out there instead of hamburger."

Competition "should make us stronger," he said, noting that the intense rivalry between the Detroit Free Press and The Detroit News "has served the public well."

Iacocca called for protectionism as a trade policy to enable the United States to compete with Japan. He noted that the United States sends Japan raw materials, such as soybeans, wheat, corn, coal and cotton, while Japan exports to the United States "hard goods," such as automobiles, motorcycles and TV sets.

Never the twain shall meet

Of all the humorous introductions of speakers, perhaps the best was offered by the AP's Keith Fuller in talking about Pulitzer Prize-winning writer Saul Pett.

The wire service once attempted to nudge Pett into a managerial slot, but the move failed, Fuller said. "Trying to make an executive out of a writer is like trying to let Marie Antoinette run your food-stamp program," he added.

The United States is becoming "a colony" of Japan, he claimed. European countries allow far fewer Japanese cars to be imported than does the United States. For example, "Italy—I love those Italians—they have a style all their own . . . they allow them 2,000 a year and cut them off."

While the United States has struggled to catch up with Japan on quality of products, Japan has a built-in, unfair cost advantage, he said. "When a Japanese car is put on a boat for the United States, the Japanese government rebates the commodity tax to the manufacturer. That's another $700 advantage for every car. That means a Tokyo housewife pays $700 more for her Toyota than the San Francisco housewife for the same car."

Society's effort to express concern for other human beings can be summed up "in one word—choice," he said. "Having a choice is what counts in the end" if people are to be happy and productive. To make a choice, people need facts, he said, "and it's the newspapers' job to tell them so we can start solving some of our problems."

Americans need to get together to work on problems, he said, "but first we need to define the problem." He urged that labor, management and government "put their heads together," adding, "We never get tough on economic issues." ☐

Improving newspaper sales in multi-family units

The need to improve circulation-boosting efforts at multi-family housing units and to amend policies of the Audit Bureau of Circulations were among topics aired at the heavily attended clinic on "Circulation in a Changing Environment."

Circulation departments "have not kept pace with multi-unit housing growth" in selling newspaper home-delivery, said Carleton Rosenburgh, vice president for circulation of the Philadelphia Inquirer and Daily News.

Nearly one-third of the more than 96 million housing units in the United States and Canada are multi-family structures such as apartments or condominiums, Rosenburgh said. The number is growing by an estimated 500,000-600,000 annually.

But he said many newspapers are "paralyzed by the problems of security, collections, uncooperative management, tenant turnover, difficulty with obtaining tenant lists, maintaining a carrier force, subscriber communication, theft, and the list goes on."

Rosenburgh said the Philadelphia dailies' independent-contract carriers have "aggressively pursued" subscriptions at some multi-family units, but at others where there has been only "token or no service" the papers have used their own employee carriers for direct contact with building managers and residents. Circulation has improved, he said, although "write-offs" for subscriber non-payment at these units run about 8 percent, versus the company's overall "write-off" rate of less than 3 percent.

Reporting on efforts elsewhere, Rosenburgh said the San Jose (Calif.) Mercury News developed an "apartment managers' program which utilizes managers as solicitors." An apartment manager can earn up to $7 for each new daily/Sunday order obtained from a tenant.

Also, The Toronto Star installed a mailbox-like device in the lobbies of multi-family housing units for newspaper delivery. And the St. Petersburg Times and Evening Independent formed a new section of the circulation department to improve relations with apartment managers and residents. Employees of the section make regular calls on housing complexes of 50 or more units, and they develop "social programs" for tenants including guest speakers, films and wine-and-cheese parties.

With respect to the Audit Bureau of Circulations, Jack Butcher, circulation director of The Tampa Tribune, said ABC auditing regulations "should be modernized, to stay in tune with modern technology and modern marketing needs and methods."

He said newspapers do not employ such techniques as bulk sales and advertising to promote the number of cents-off coupons in the paper because ABC rules inhibit such activities. ABC "is still doing exactly what you told it to do the day it was created, with very little change in its rules, regulations or primary function," Butcher said.

The clinic was organized by the International Circulation Managers Association, and Butcher, who is ICMA's executive vice president, reviewed a series of changes it has proposed to the bureau. They include:

- ABC's "information role should be enhanced to allow its reports to be more of a marketing service to advertisers. This is probably the crux of the whole matter. Newspapers are selling readership and demographics more than they are selling ABC information."
- ZIP-code reporting should include housing unit, demographic data and single-copy sales figures. This is "what advertisers really want," but it also is probably "what newspapers fear the most. I really don't know why. It will tell us more about our circulation than we have ever known before. It may give us enough information to correct some of our problems. At any rate, it will put the facts on the table for all to see and evaluate."
- There should be a review of field auditing procedures. "Field auditors should be more concerned with intent to fraudulently report circulation and less concerned with minor clerical errors and minor rule infractions."
- Publishers should be able to designate their newspapers' primary market areas.

In another presentation, Robert L. Ballow, ICMA general counsel, discussed the various types of newspaper distribution systems and said a newspaper that wants to change from the independent-contractor method to another form of delivery can do so with reasonable assurance that its action would not be disallowed by a court.

And James F. Robinson, circulation director of The Toronto Star, said it is important for circulation managers and other newspaper executives to maintain close contact with each other for successful "total market planning." ☐

Rosenburgh offers tips for the multi-family housing problem.

Stress placed under scrutiny

Publishers should be aware of the often harmful stress their editors and other department heads may be trying to cope with, a husband-wife team told a crowded session on "Stress and Newspapering."

Robert H. Giles, editor of the Rochester Times-Union and Democrat and Chronicle, and psychologist Nancy M. Giles based their report on responses of 544 editors and 358 spouses to a lengthy questionnaire mailed last year to editors at 2,600 daily newspapers. Their study, conducted for the Associated Press Managing Editors Association, was a follow-up to a 1979 APME survey.

"It is important for the leaders of our profession to consider the results of this survey and to think about the fact that four out of every 10 editors say they have a health problem related to their jobs," Robert Giles said.

"It is important, also, to recognize that editors are representative of other newspaper managers in the levels of stress and potential for damage they encounter," he added.

Fifteen years ago, they said, editors were editors, primarily concerned with the editorial quality of their papers. But today they are "editor-managers" deeply involved in newspaper business management as well as editorial policies.

"Many editors discovered that this dual obligation created unfamiliar stresses . . . stresses born of a conflict between the need to be good and the need, perhaps, to be lean," Robert Giles said.

"Stress is good for us as long as the result is positive," he said—"as long as it is stimulating or challenging. When our reaction is to feel overwhelmed or excessively worried, stress is negative and can create physical or emotional illness."

Difficulty in sleeping was the health problem most frequently cited by the editors in the survey, followed by a feeling of constant fatigue.

"How can we account for the large number of editors who say that stress causes physical or emotional illness?" he asked. "There is a common thread that runs through the answers to our survey. That common thread seems to focus on change—change in the role of the editor, change in the amount of control the editor has over news-gathering resources and change in the way our newspapers are produced."

Nancy Giles said another important area of change has been in the family unit. More spouses of editors are employed, which she said "is a major shift in family patterns we noticed between our surveys in 1979 and last year."

"My experience in understanding human behavior suggests that this is an important transitional time for many of these families. Depending on how the family deals with it, it will either be successful and a source of strength and growth, or a source of anger, frustration and, perhaps, dissolution of the relationship."

What is happening in the newspaper business, and in most other businesses, is a transformation of attitudes and priorities, the couple said. There is a growing interest in quality of life as opposed to quantity of material goods, they noted.

"It is time for you, as publishers, to reflect, as other industries are doing, on the price of neglecting this important transition," Robert Giles said.

Publishers should also recognize that they can create stress, he said, and they should attempt to reduce the frustrations managers experience when they deal with the publisher. □

James L. Whyte of Florida Publishing Co., Jacksonville, is greeted by the old—explorer Jacques Cartier—and the new—a talking robot.

Classified ads: They're not what they used to be

At the clinic on "Classified—It's a New Generation," representatives of six newspaper companies told of recent developments showing that classified advertising today is a whole lot more than familiar "help wanted" and "merchandise for sale" listings.

Charles E. McKenney, assistant director of classified advertising at the Los Angeles Times, said "a useful, broad-based classified section adds a great deal of appeal" to a newspaper. "While not as many people may read the classified section each day as read the news section, chances are those who do pick up the classified section read it with greater intensity."

To increase classified's appeal, newspapers can publish specialized news columns adjacent to certain categories of classified, McKenney said, citing as examples "Pit Stops" near the automotive classifieds, "Plane Talk" near the aviation category, and "Coin Corner" near the numismatic column.

Because of its importance in terms of readership and revenue, classified advertising should be constantly promoted, which McKenney said has been done at the Times for many years. There should be, he said, in-paper promotion "and lots of it," testimonial ads, reader contests, newsletters, promotional materials stuffed into bills, trade-journal ads, bus posters, newsrack cards and advertising in other media—television, radio and direct mail.

The clinic, which was produced by the Association of Newspaper Classified Advertising Managers, also featured:

- Darrell Rooney of the St. Paul Pioneer Press and Dispatch, who said "every newspaper should most definitely establish written 'standards of acceptance' to serve as an ironclad guide" for the advertising department. ANCAM has published a guide to assist newspapers in development of such standards, he said.
- Nancy O'Connell of The Providence Journal Co., who posed the question of whether newspapers should have standardized classifications that appear in the same sequence in all papers. "It's an interesting concept," one that the Yellow Pages has adopted successfully, she noted.
- William Hensley of The Washington Post, who described the "sell through" concept whereby the same employees sell both classified and retail advertising over the telephone. (See story, p. 39.)
- James A. Moss of Knight-Ridder Newspaper Sales Inc., who described ANCAM's efforts to increase newspapers' share of military recruitment advertising.
- ANCAM President Richard E. Riggins, who moderated the clinic and described how his papers—the St. Petersburg Times and Evening Independent—and The Patriot Ledger of Quincy, Mass., use kiosks in shopping malls to reach classified customers and to provide customer service in circulation and other areas. ☐

Tapes available

Cassette tape recordings are available for all but the clinic sessions of the Convention. Prices are $6 or $10 (Canadian) per session (depending on length), tax and postage not included. To order, contact Anthony G. Tesoriero, ANPA, Box 17407, Dulles International Airport, Washington, D.C. 20041. Persons ordering tapes will be billed; no money should be sent in at the time of ordering.

Convention Arrangements Committee Chairman Jacques-G. Francoeur of UniMedia Inc., Montreal, enjoys a restful moment.

Goals needed for growth in circulation

Newspapers should set specific circulation goals in order to increase reading frequency and household penetration. Otherwise, it is too easy to accept causal factors, such as increased TV viewership, as "excuses" for the failure of circulation growth to keep pace with growth in households.

That was the message Gregory L. Stevens, assistant publisher of The Napa (Calif.) Register, brought to the clinic on "Household Penetration and Reading Frequency."

He suggested that the newspaper industry devise and follow a formula for determining a circulation goal—one which incorporates growth (or decline) in the number of households in a newspaper's community and other demographic, geographic and sociological factors.

But equally important, he said, is close communication between management and circulation staffers to determine *why* people do or do not subscribe to the paper.

"You should consider a 'stop and start' study to reveal reasons," he said. "You should get reports from the circulation staff on why people decline their sales pitches, and you should teach these staff people how to respond to specific, common objections or reasons people give for not subscribing."

One unidentified West Coast newspaper, in a start-stop study, found that an unexpectedly high 13 percent of stop orders were "not legitimate," apparently the result of clerical errors, Stevens said. As a result of failure to closely monitor the circulation department's routine activity, the newspaper was inadvertently cutting off delivery to satisfied customers who, once lost, were very unlikely to return.

Another panelist said newspapers must continue to strive for readability in their news columns in the face of continued leisure-time competition from television, magazines, cable TV and home video cassette recorder movies.

"If newspapers are written so that they are difficult to read, then they will be read less thoroughly, resulting in readers finding less use for the newspapers," said John B. Mauro, director of research of Media General Inc., Richmond, Va.

Donald B. Towles, vice president and director of public affairs of The Courier-Journal and The Louisville Times, agreed with that thesis. "In all too many cases," he said, "newspapers have fallen victim to indifference." ☐

Convention sidelights

A $10 meal cost only $7.73

During Convention Week, the Canadian dollar dropped steadily, reaching its lowest level in two years vis-a-vis the U.S. dollar—to 77.31 cents. In other words, $1 (U.S.) fetched $1.29 (Canadian).

But not everybody came out ahead

Favorable exchange rate notwithstanding, Canada was no bargain for several conventioneers who were victims of hotel burglaries. They included John F. McGee, president of Clay Communications Inc. in Charleston, W.Va.; the family that owns Newhouse Newspapers; Earl Burchfield, publisher of the Daily News of Middlesboro, Ky.; and Creed C. Black, chairman and publisher of The Lexington (Ky.) Herald-Leader. The thefts involved jewelry and cash and took place at three different hotels.

Another chance to see the Mounties

The RCMP's "musical ride," which was a big hit among the newspaper executives and their families, is heading south this summer. And Jacques-G. Francoeur of Montreal, the UniMedia Inc. president who headed the Convention planning team, invites U.S. publishers to contact him for information on how their newspapers can sponsor the equestrian extravaganza locally.

Pointing the way electronically

The Montreal Convention Centre provides a showcase for Telidon, the videotex technology developed in Canada. Seventy video monitors scattered throughout the facility direct visitors to registration areas, indicate the purposes for which particular rooms are being used, etc. In addition, information about events in progress may be retrieved via four interactive terminals. ☐

Convention speeches available from the ANPA Public Affairs Department

Monday, April 30

ANPA Keynote Breakfast and General Session

- **Keynote address by ANPA Chairman and President William C. Marcil,** president and publisher, The Forum, Fargo, N.D.
- **Remarks of Jean Drapeau,** mayor of Montreal

Associated Press Annual Luncheon

- **Remarks of Lee A. Iacocca,** chairman, Chrysler Corp.

Topical Clinics

"Household Penetration and Reading Frequency"

- **Remarks of John B. Mauro,** director of research, Media General Inc., Richmond, Va.
- **Remarks of Donald B. Towles,** vice president and director of public affairs, The Courier-Journal and The Louisville Times

"Classified—It's a New Generation"

- **Remarks of Richard E. Riggins,** classified advertising manager, St. Petersburg Times and Evening Independent
- **Remarks of Darrell Rooney,** advertising manager, St. Paul Pioneer Press and Dispatch
- **Remarks of Nancy O'Connell,** classified advertising manager, The Providence Journal Co.
- **Remarks of James A. Moss,** director of classified advertising, Knight-Ridder Newspaper Sales Inc., New York
- **Remarks of William Hensley,** classified advertising manager, The Washington Post
- **Remarks of Charles E. McKenney,** assistant director of classified advertising, Los Angeles Times

"Circulation in a Changing Environment"

- **Remarks of Jack Butcher,** circulation director, The Tampa Tribune
- **Remarks of James F. Robinson,** circulation director, The Toronto Star
- **Remarks of Carleton Rosenburgh,** vice president for circulation, Philadelphia Inquirer and Daily News

"Stress and Newspapering"

- **Remarks of Robert H. Giles,** editor, Rochester Newspapers
- **Remarks of Nancy M. Giles,** psychologist, Genesee Health Services

Tuesday, May 1

General Session

Newspaper Advertising Bureau

- **Remarks of Otta A. Silha,** chairman, Cowles Media Co., Minneapolis; **James H. Hollis,** NAB vice president/mass merchandising; **Craig C. Standen,** NAB president; and **Leo Bogart,** NAB executive vice president and general manager

A View of the U.S. Media

- **Remarks of Brian Mulroney,** member of the Canadian Parliament and leader, Progressive Conservative Party

United Press International Annual Luncheon

- **Remarks of Armand Hammer,** chairman and chief executive officer, Occidental Petroleum

Topical Clinics

"Three Advertising Topics for Publishers' Interest"

- **Remarks of Roger H. Clapp,** advertising director, Richmond (Va.) Newspapers
- **Remarks of Edward H. Harrell,** assistant general manager, Pittsburgh Press
- **Remarks of Leo L. Kubiet,** director of advertising, St. Petersburg Times and Evening Independent

"Telemarketing—How to Sell Over the Telephone"

- **Remarks of Marie Holland,** vice president/telemarketing, NAB

"Publishers, Personal Computers and Telco's—Partners for the Future"

- **Remarks of Howard Anderson,** president and managing director, The Yankee Group, Boston
- **Remarks of Chris Burns,** president, Christopher Burns Inc., Minneapolis

Wednesday, May 2

ANPA General Session Breakfast

- **Journalism Education—Where Do We Go From Here?, James D. Atwater,** dean, School of Journalism, University of Missouri
- **Financial Services Regulation—The Forgotten Consumer, James D. Robinson III,** chairman and chief executive officer, American Express Co.

Topical Clinics

"Future Profits or Future Shock"

- **Remarks of George D. Hutchison,** director of finance and administrative services and secretary, Pacific Press Ltd., Vancouver, British Columbia
- **Remarks of George J. Lister,** executive vice president, The Times Leader, Wilkes-Barre, Pa.

"Employee Communications—A Two-Way Street"

- **Remarks of Don C. Becker,** president, Detroit Free Press
- **Remarks of James D. Boswell,** vice president/employee and public relations, Los Angeles Times
- **Remarks of Gerri W. Cordle,** director of employee relations, The Orlando (Fla.) Sentinel

ANPA Annual Luncheon

- **Interdependence and Economic Change, Canadian Prime Minister Pierre Elliott Trudeau**

Houston's Johnson takes ANPA helm

DAY 2 MAY 1

- New leadership
- Marriage-mail threat
- Newsroom concerns
- New technology

Richard J.V. Johnson, president of the Houston Chronicle, was elected chairman and president of ANPA at the Association's annual business meeting.

Johnson became the first Texan ever chosen to head the 98-year-old organization.

Other officers elected were Alvah H. Chapman Jr., Knight-Ridder Newspapers Inc., vice chairman; Arthur Ochs Sulzberger, The New York Times Co., treasurer; and K. Prescott Low, The Patriot Ledger, Quincy, Mass., secretary. All officers serve one-year terms.

After his election, Johnson, as is customary, appointed his predecessor, William C. Marcil of The Forum, Fargo, N.D., chairman of the Executive Committee. That committee consists of Marcil, the four officers and Executive Vice President Jerry W. Friedheim.

New directors elected to two-year terms were Charles T. Brumback, Chicago Tribune Co.; Uzal H. Martz Jr., Pottsville (Pa.) Republican; John Grey Montgomery, Montgomery Publications Inc., Junction City, Kan.; and James M. Moroney Jr., A.H. Belo Corp., Dallas.

Re-elected for two-year terms were the following eight directors: Garner Anthony, Cox Enterprises Inc., Atlanta; Frank A. Bennack Jr., The Hearst Corp.; William H. Cowles 3rd, The Spokesman-Review, Spokane; Robert F. Erburu, The Times Mirror Co.; Edward W. Estlow, Scripps-Howard; Jacques-G. Francoeur, UniMedia Inc., Montreal; Edwin L. Heminger, The Courier, Findlay, Ohio; and George W. Wilson, Concord (N.H.) Monitor.

Re-elected to a one-year term was Donald N. Soldwedel, Western Newspapers Inc., Yuma, Ariz., who will reach the customary eight-year tenure limit next year.

Retiring from the Board after completion of their normal tenure were former Chairman and President Katharine Graham of The Washington Post Co., John B. Lake of Times Publishing Co. of St. Petersburg, Robert G. Marbut of Harte-Hanks Communications Inc. and Warren H. Phillips of The Wall Street Journal.

At left: The second-best attendance in 98 years of ANPA conventions—more than 2,300—fit comfortably within the Palais des Congres.

C David Rambo

Johnson (left) confers with Friedheim.

Since the 1983 Convention, ANPA membership increased by a net of eight papers and now is 1,393, according to the **membership report** presented by Membership Committee Chairman Heminger.

In the **treasurer's report,** presented before the election of new officers, Chapman announced total Association revenues in 1983 of $8,708,096 and expenses of $8,191,951 for an operating surplus of $516,145.

"From a fiscal standpoint, last year was an unusually calm period for our Association," Chapman said. But he predicted that there will be "heavy demands on ANPA's resources this year" principally because of the "postal rate challenges" facing newspapers. In keeping with past custom, the membership voted to give the Board *stand-by* authority to increase the dues formula by a maximum of 10 percent should unexpected circumstances arise during the year. Over the past 22 years the Board has exercised this authority only eight times and only in 5-percent increments, Chapman noted.

In his **executive vice president's report,** Friedheim discussed an "unusually busy year" for the ANPA staff, highlighted by completion of the consolidation of all Association activities at The Newspaper Center in Reston, Va., and "special challenges" such as postal rates (see stories, pp. 35 and 48), the Grenada news blockade and some contaminated yellow ink (see story, p. 50).

Friedheim introduced a slide show of ANPA activities emphasizing people, research, government relations, cost savings, technical assistance and information sharing. The show will be repeated at the June Operations Management Conference & Exposition in Atlanta. ☐

Copley heads Foundation

Helen K. Copley of The Copley Press Inc. was elected chairman and president of ANPA Foundation at a meeting of the Foundation's Board of Trustees. Edwin L. Heminger of The Courier in Findlay, Ohio, was elected vice chairman. Their terms are for one year.

ANPA's four new directors were elected as Foundation trustees; 14 other directors were re-elected as trustees. The terms of four trustees did not expire. ☐

Threat from marriage mail 'is not going to go away'

Marriage mail continues to loom as a major threat to newspaper advertising revenue. "I don't think the case can be overstated," James H. Hollis, vice president/mass merchandising of the Newspaper Advertising Bureau, said at the NAB General Session.

Marriage mail is a direct-mail delivery practice in which two or more ad circulars are united and mailed at relatively low, third-class rates. In an unusually stern warning compared with the tone of previous NAB presentations at the Convention, Hollis said, "The profit potential for marriage mail is so great—especially for packages weighing over four ounces—that marriage mail is not going to go away. It is going to be a fact of life and a serious threat to newspapers for the long term."

Advo-System Inc., the nation's largest direct-mail company, now delivers 15 percent of all U.S. preprinted advertising circulars. Its business is growing fast. Advo projects it will have 30 percent of the insert market in two years, Hollis said.

In some markets, there are now two or three marriage-mail packages mailed each week. They may include 10 or more preprints, he reported.

Although newspapers also posted a big gain in insert business last year, Hollis cautioned that the growth was not "at the expense of marriage mail. Their business didn't go down when ours went up. Our business increased merely from the pent-up demand of an improving economy, from an increase in coupon inserts and from new product introductions—special conditions we can't rely on to continue long term."

The newspaper business is attacking the marriage-mail competition partly by arguing that third-class postal rates are unfairly low. (See story, next page.) However, Hollis warned that higher postal rates alone may not break up marriage mail because the higher cost could be split among various advertisers whose messages make up a single marriage-mail package.

Hollis, a former K mart executive, offered tips on action individual newspapers can take to compete effectively:

- "If your paid circulation covers less than 70 percent of your market's households, I urge you to institute a non-subscriber program using either mail or carrier delivery," as more than 600 U.S. newspapers have done.
- Newspaper executives should "review your rates. Compare them with marriage mail, by weight. . . . It is my strong belief that to compete successfully with our mail competitors, we must price our products—both ROP and inserts—with the objective of gaining volume. We must increase our share of market or face dividing our increasing costs among a decreasing list of clients."
- "Take a hard look at those businesses in your market, no matter how small, who advertise, but not in your newspaper. A good place to start looking is in the Yellow Pages." If a newspaper's existing sales force cannot handle the increased account load in trying to bring those non-newspaper advertisers into the fold, "consider a part-time adult sales force."
- "Match your circulation to the small retailers' locations and customer drawing patterns, and then set up a program to meet his needs. Such a program could be ROP in a zoned edition, an insert in part of your subscriber distribution" or a total-market-coverage endeavor.
- Improve customer service. "Unlike our competition, newspapers have traditionally provided a broad range of service" such as creative work and research. "Customer service develops customer loyalty."

Hollis also explained a new NAB service called Datamap that provides computer-drawn maps of individual markets pinpointing the location of postal carrier routes. Each map displays demographic information such as income, home ownership, owner-occupied residences and 13 other characteristics.

NAB recently mapped all of North Carolina for more than 60 newspapers in that state. "We will be presenting advertising packages that match anything a mailer can offer—up to selling the whole state with one order if that's what the advertiser wants—plus the advantages of being in the newspaper."

Hollis said NAB plans to set up such a system in Virginia, and "as word spreads and demand grows, we plan to Datamap the entire country."

Other challenges to newspaper advertising were outlined by Leo Bogart, the bureau's executive vice president and general manager. He said opinions of 11 top ad executives reveal these three trends: more advertising messages in the future, more market targets for advertising and more of a workload for ad agencies' creative departments.

According to Bogart, the executives said the number of ad messages printed and broadcast will double in the next 25 years, with conventional broadcast and print media accounting for the bulk of the increase.

The experts think new media such as videotex will reduce by only 10 percent or less the time people spend with existing media. Fewer than half the experts said home shopping via computer terminals could account for even a third of retail sales before the end of the century, Bogart said.

NAB taps Johnson

Tom Johnson of the Los Angeles Times was elected chairman of the Newspaper Advertising Bureau at the April 29 meeting of the NAB Board of Directors in Montreal. He succeeded Lloyd G. Schermer of Lee Enterprises Inc.

Frank A. Daniels Jr. of The News and Observer and The Raleigh (N.C.) Times was elected vice chairman, succeeding Johnson, and Richard E. Diamond of the Staten Island (N.Y.) Advance was elected treasurer, succeeding William O. Taylor of The Boston Globe.

Arthur Ochs Sulzberger of The New York Times Co. was re-elected secretary and assistant treasurer.

All officers were elected for one-year terms.

In other business, it was reported that since June 1, 1983, NAB had a net increase in membership of 19 newspapers, with 49 new members and 30 resignations.

According to another report, NAB revenue from dues, investments and other sources for the 1983-84 fiscal year is estimated at $11.673 million.

UPI reports business gains

Buoyed by a strong first quarter 1984 fiscal performance, top management at United Press International presented an upbeat progress report on "the new UPI."

In the past year, the wire service generated more than $30 million in new business, reported Douglas F. Ruhe, managing director, chief executive officer and one of United Press International's principal owners. "We are now operating at approximately double that rate (in signing up news business) for 1984," he said at the UPI Annual Luncheon.

A UPI press release gave details, saying the wire service signed $33 million in contracts in 1983, up from $15 million in 1982. In the first quarter of 1984, contracts worth $15 million were signed, making that quarter the "best ever" for the company in that regard. The statement also noted that UPI now has more daily newspaper subscribers than it did a year earlier, reversing a long trend.

Ruhe was quoted in the release as saying he expects to see UPI's first months of profitable operation "sometime in 1984." Earlier this year, a UPI spokesman said the wire service expected to reach a break-even point in the first half of 1984 [presstime, Feb. 1984, p. 52].

One key to a financial turnaround is continued replacement of leased telephone lines with satellite communications. Ruhe reported at the luncheon that the UPI communications system has "expanded dramatically," with 2,400 satellite receiving dishes in place and 1,000 more on the way. The expansion is timely, he added, because the breakup of AT&T caused a dramatic increase in long-distance phone line costs.

Other accomplishments of the past year, according to Ruhe, were the assembling of UPI's "new leadership team" that includes President William J. Small, Editor-in-Chief Maxwell McCrohon and Executive Vice President Luis G. Nogales; the consolidation of news operations in Washington, D.C.; the move of corporate headquarters to Nashville from New York City and Cincinnati; and the improvement of service and maintenance operations.

Ruhe also outlined two new UPI services: UPI CustomData, which allows subscribers to select the categories of information to receive, and Fintext, a computerized stock service.

Small reported that UPI has opened "almost three dozen" new bureaus in the past 18 months and this year will open a regional wire for Southern California called MetroWire, and "a string" of small bureaus in Southern Florida.

Hammer addresses UPI luncheon.

Armand Hammer, the U.S. oil company executive and East-West trade pioneer, told the UPI luncheon he is cautiously optimistic that a peaceful "accommodation" among the world's superpowers will be reached. Fresh from a business trip to China, the 85-year-old Hammer said today's leaders have "the foresight and reason to find that long-sought accommodation that will permit us to live together on this planet in peace." ☐

3rd-class postal rates termed 'absurdly low'

Third-class marriage mail is delivered "at an absurdly low rate that undercuts any logical expense calculation for that kind of service," said Otto A. Silha of Cowles Media Co. Consequently, the newspaper business is fighting for higher third-class rates that would restore "fairness" to the overall postal rate structure, he explained.

Silha, chairman of the Joint Postal Task Force of ANPA, the Newspaper Advertising Bureau and the National Newspaper Association, outlined the reasoning behind the industry's drive to get third-class rates increased. (See story, p. 48.)

"Our studied analysis reveals without question that the general public has been absorbing huge increases in the first-class postage stamp over the past few years, while bulk business mailers have received steadily improving service at stable or declining prices," Silha told the NAB General Session. "In our opinion, the first-class mailer is subsidizing the third-class advertising mailer. In short, we're all paying for the Postal Service 'loss leader'—third-class shared (marriage) mail."

Silha pointed out that a one-ounce piece of third-class mail presorted by carrier route costs 7.4 cents, or $74 per thousand. In contrast, it would cost 71 cents, or $710 per thousand, to mail a four-ounce letter.

Among other things Silha said the newspaper-business study has revealed:

- Third-class service has improved "dramatically," with such things as granting mailers' "requested delivery days," resulting in "some astonishing values for their mail dollars." At the same time, some newspapers are receiving such poor second-class service that "subscribers are giving up on them."
- The third-class rate scheme is "discriminatory" because it costs the same to mail a quarter-ounce item as it does to mail one weighing just less than a quarter-pound.
- There is an unreasonably large gap between the cost to mail a first-class letter and third-class advertising circulars.

Silha said first-class mail accounts for 54 percent of postal volume and 60 percent of revenue. Third-class accounts for 34 percent of volume and only 15 percent of revenue.

"Why the disparity? It's simple," he said. "First-class mail has no place else to go. The government guarantees the Postal Service a monopoly on first-class. Third-class mail, the advertising circulars, have a choice of media, including newspapers. All the Postal Service wants is a fair advantage. And it has taken one—a substantial one."

Silha said that all these issues are involved in the rate case currently before the Postal Rate Commission, which must make its decision by Sept. 10. He urged publishers to monitor the case and also to set prices and offer services that are "creative and effective for the advertiser." ☐

Gartner and Black square off over reaction to Grenada

Did the media "roll over and play dead" in failing to fight dramatically for their First Amendment rights in the government news blackout on the Grenada invasion? Should they have sued President Reagan? The suggestion stirred strong debate at the clinic on "Concerns from Your Newsrooms."

"The press basically rolled over because of those early polls" showing wide public support for the Pentagon's two-day lag in permitting media access to the invasion scene, charged Michael G. Gartner, president and editorial chairman of the Des Moines Register and Tribune Co.

"The press shouldn't have just *talked* to the White House and the Pentagon about this, we should have *acted*," he said. "We should have sued the White House" for not including reporters in the invasion force. "At least then, if we lost (the suit), we would know where we stand."

"That's not at all what happened" in the coordinated media response to the Grenada incident, said Creed C. Black, president of the American Society of Newspaper Editors and chairman and publisher of The Lexington (Ky.) Herald-Leader Co.

ASNE and ANPA representatives met with White House aides on the Grenada situation and later testified, along with other media groups, before the so-called Sidle Panel which will make recommendations to the Pentagon concerning media-military relations in future U.S. military actions.

John Seigenthaler, president and publisher of The Tennessean in Nashville and editorial director of USA Today, said a suit against the White House over the Grenadian news blackout would have been a mistake. "To assert constitutional rights simply to see if they will be taken away doesn't make sense," he added.

The discussions about Grenada came during the clinic segment on "Image: Do They Really Hate Us Out There?" Gartner said if the media worry about their image too much, as he said they did in the days immediately following the Grenada invasion, they become "less good and less aggressive."

Use of the word "media" can be troublesome for newspaper people, Black commented, because "time after time, when you get down to specifics, when people complain about the media, they are usually talking about television."

Louis D. Boccardi, executive vice president of the Associated Press, agreed that much of the public's criticism is directed at TV news, but "I don't see how we can pry ourselves apart in the public mind."

In the segment on libel developments, Robert D. Sack, a New York attorney representing Dow Jones & Co. Inc., said he is concerned about the newly formed Libel Prosecution Resource Center—a counter to the pro-media Libel Defense Resource Center. Sack said the LPRC "raises the specter of a group possibly applying libel laws for political goals."

Richard M. Schmidt Jr., a Washington lawyer who is ASNE counsel, said too many myths about libel persist among reporters—and publishers. For example, some newsmen still believe use of the word "alleged" automatically eliminates dangers of libel in a news story, while others believe they can get by with a libelous statement if they attribute it, in a direct quotation, to an individual or to another publication.

"And many reporters take the view that, 'The paper is insured for libel, so why worry?'" said Schmidt, pointing up the need for a comprehensive libel education program for "every editor and reporter in the country."

During the clinic's other segment on minorities, Seigenthaler told the clinic that newspapers are "still a segregated industry," because 60 percent of American newspapers have not hired their first newsroom minority staffer. There is an admitted difficulty in recruiting minority students to print journalism, he said, because "most of the brightest still look to TV for employment."

Black said ASNE will maintain its efforts to increase minority representation in newsrooms, while also serving as a clearinghouse for minority hiring in other newspaper departments. ☐

C. David Rambo

The new ANPA Executive Committee consists of (seated, from left) ANPA Vice Chairman Alvah H. Chapman Jr., Chairman and President Richard J. V. Johnson, Committee Chairman William C. Marcil and (standing, from left) ANPA Executive Vice President Jerry W. Friedheim, Secretary K. Prescott Low and Treasurer Arthur Ochs Sulzberger.

Preprint effects on newshole discussed

Generally, the newshole in America's newspapers has not shrunk, despite concern to the contrary spurred by the growth of preprinted ad inserts. Nonetheless, newspapers do have a "newshole problem."

That piece of good news/bad news was conveyed by Roger H. Clapp, advertising director for Richmond (Va.) Newspapers Inc., to the clinic "Three Advertising Topics for Publishers' Interest."

The concern stems from the fact that inserts have diverted some advertisers from run-of-paper advertising, the amount of which generally determines the size of the newshole.

Clapp, citing Media Records figures, said the percentage of newspaper space devoted to news in 1983 was 37.5 percent, "virtually unchanged" from 37.8 percent a year earlier. He added that the figures have remained "fairly constant" since 1977.

"More important," he said, is the fact that the number of news pages has gone up 13 percent during that same period. "This suggests that even though inserts have been growing at a faster rate than ROP, the absolute increases in ROP advertising pages have been large enough to offset the insert conversion."

Clapp also cited a 1983 Newspaper Advertising Bureau survey in which 52 percent of responding newspapers said they had more news pages than two years before, 14 percent had the same number and 34 percent had fewer.

Nonetheless, Clapp insisted newspapers do have a newshole problem. "We simply cannot continue to increase the number of news pages via minimum newsholes—or whatever—without adversely affecting our profit margins," he said.

The solution? Newspapers should aggressively sell advertisers on the advantages of ROP, he said, at the same time they are guarding their preprint business.

Two newspapers that have successfully guarded their preprints are The St. Petersburg Times and Evening Independent. Advertising Director Leo L. Kubiet detailed how his papers wrested their mid-week Sears preprints back from Advo-System Inc. [presstime, Nov. 1983, p. 29].

But, he said, that victory "will hardly stem the tide of direct mail." ☐

© David Rambo

Convention speakers attracted a daily crowd of newspaper, wire service, television and radio reporters. The greatest interest was shown in Canadian politicians addressing the publishers.

Canadian leader blasts U.S. coverage of his country

Canadian Opposition Leader Brian Mulroney, a possible successor to Pierre Trudeau as prime minister, roundly criticized U.S. media for neglect in their news coverage of the friendly neighbor to the north.

"To be blunt, the American media has decided Canada doesn't matter—and we've been treated accordingly," Mulroney said in a General Session speech. "Canada is seldom deemed newsworthy in the United States."

To improve relations, he called for greater U.S. media attention and establishment of permanent secretariats in each country to analyze proposed government policies in terms of their potential impact on the other nation.

The speech was billed as Mulroney's first major address on Canada-United States relations, which he said are hampered by the U.S. media's "neglect, stemming, no doubt, from the assumption that what happens in Canada is always less important than other countries, including tiny nations whose only vocation in life is to cause trouble and embarrassment for the United States."

"Someone has decided that Cuba is exciting, Afghanistan is vital, El Salvador is indispensable, Nepal is stimulating—but good, old, reliable, friendly, constant Canada—your most important friend and partner in the entire world—is dull, and therefore unworthy of America's attention," Mulroney told the publishers.

He said there are "at least 90 correspondents from U.S. media stationed in Japan and another 90 or so in Britain" but "only some 15 correspondents from American newspapers and television stations posted in our entire country."

Largely as a result of media inattention, "lack of knowledge, misconceptions and stereotypes about Canada among American politicians and the public still abound."

Mulroney, 45-year-old leader of the opposition Progressive Conservative Party, was mobbed by Canadian journalists after his speech because poll results released hours before indicated his party had plummeted in popularity and was trailing the Liberals by six percentage points. One month earlier, a similar poll showed Mulroney's party ahead by 22 points.

Looking ahead to high tech

Electronic publishing has not gotten off to the booming start some media oracles predicted four or five years ago.

But panelists at the clinic on "Publishers, Personal Computers and Telcos—Partners for the Future" said videotex and other computer-based services are still viable and will become solid businesses over the long term. Moreover, newspapers still have a good chance to play a prominent role in the development of these services, they said.

Charles H. Everill presented a report from the ANPA Telecommunications Committee, acknowledging the sluggish growth of electronic publishing but contending it will nevertheless become a major industry of "nationwide and even worldwide" scope. "There will be a consumer market as well as a business, government and education market," he said.

Everill, senior vice president/marketing of Harte-Hanks Communications Inc., suggested that the newspaper business prepare itself for the coming electronic-information age by:

- Developing and enhancing "networking" capabilities, such as the newswire satellite networks. "We must be able to move large volumes of updated databases rapidly. We must be able to move graphics as well as text."
- Developing relationships with the "conduits"—existing communications systems such as cable and phone companies.
- Developing databases that "enhance our ability to compete." An example could be a database offering advertisers details on newspaper rates and household demographics.
- Becoming more skilled at new-product development.

Another speaker, media consultant Christopher J. Burns of Minneapolis, also said newspapers can benefit from testing high-tech waters. Projects need not be on the scale of major videotex trials such as those sponsored by Knight-Ridder Newspapers Inc. or Times Mirror Co., he said.

"Don't think of videotex as a publishing tool. Think of it as a communications medium," he added. "And think of it as *your* medium. No one has contributed more to the evolution of videotex than the people in this room."

The videotex system of the future will be different from the "pioneering" systems of today, he said. One difference will be the terminal itself, he predicted. The terminal will not be a "temporary rig" of a television set and telephone "sitting on the far side of the living room being watched by a family. Information isn't consumed that way." Instead, the terminal "is evolving into a small video telephone on the kitchen counter. It's conceivable that it would work as a television set, but it is more likely to be a modification of the telephone."

Another speaker taking the long view of videotex was Howard Anderson, president and managing director of The Yankee Group, a Boston-based consulting firm. He believes the consumer videotex industry holds most of its promise as a long-range, rather than short-term, venture. In fact, he said, videotex in its current form is "fatally flawed" and is a "sinkhole for your money."

Anderson said it may be relatively easy to sign on new videotex customers, but a "major problem" is high subscriber turnover, a condition referred to as high "churn."

He said The Yankee Group "sees little promise" in teletext projects planned by CBS, NBC and Keycom Electronic Publishing because of the "limited capacity of the broadcast vertical blanking interval (on which teletext messages are sent) and the reluctance of TV set makers to install, or consumers to pay for, teletext decoding circuitry."

Anderson said his company sees more shorter-term profits in a service called "supertex," in which consumers can call up various forms of entertainment such as games, music and video programming and have them transferred electronically to home devices.

Winston E. Himsworth, first vice president of Lehman Brothers Kuhn Loeb Inc., said newspapers, not telecommunications companies, have the upper hand in the development of electronic information services.

"Telcos (telephone companies) are not positioned to make it big in this business," he said. Newspapers, Himsworth noted, are much better equipped to answer the question, "Who needs what and how do they get it?" ☐

Everill (right) is greeted by George M. Minot of CompuServe.

A big contrast at the Convention

Many people at the Convention commented on the contrast between the almost casual security afforded Prime Minister Trudeau and the tight protection the U.S. Secret Service wrapped around President Reagan at the 1983 ANPA Convention. ☐

CIRCULATION IN A CHANGING ENVIRONMENT
BUTCHER
ANPA

Robert L. Ballow, general counsel of the International Circulation Managers Association, discusses types of distribution systems at the clinic on "Circulation in a Changing Environment." Looking on is another panelist, Jack Butcher of The Tampa Tribune.

Ringing up improved profits

Newspaper executives heard something at one clinic that seemed almost too good to be true: There's a guaranteed way to improve profitability.

It's called telemarketing.

Telemarketing, explained Marie Holland, vice president of same at the Newspaper Advertising Bureau, is a "high-tech, high-speed, hifalutin' way of saying 'telephone sales.'" More than 200 daily newspapers have been using it for some time in classified and circulation sales, with more on the way, and increased profits are uniformly the result.

"What's the catch?" she asked rhetorically. "No catch. It's a no-lose situation."

If that's good news, even better news is that the added dimension of "total telemarketing" promises even more dramatic results. Total telemarketing means selling every possible advertising option by phone, Holland said, including retail, national and co-op ads, as well as inserts. Another term for it is "sell through"—selling that cuts across newspapers' advertising departmental and product lines.

Telemarketing, she noted, "doesn't mean your advertising sales function is done totally by telephone. Of course you're always going to want most of your people to be out there on the street."

But telemarketing does offer advantages, Holland said, principally this one: "A person can complete many more telephone sales contacts per day than in-person contacts. That means far lower average sales contact cost." Adding to the attractiveness of telemarketing are several other factors, Holland noted: suburban sprawl that makes it increasingly inefficient to make in-person sales calls, the costs of driving a car, and the trend toward use of out-of-town ad offices and agencies by chain stores.

Advertisers, she added, generally prefer telephone sales contacts.

She cited the examples of the Winston-Salem (N.C.) Journal and Sentinel and of the Dayton (Ohio) Daily News and Journal Herald in discussing how newspapers decide which accounts can be better handled over the phone, how they select the right people for telemarketing duties, and how they compensate the telemarketers.

NAB, Holland said, has developed a program to help newspapers set up and run an effective telemarketing training program for supervisors, managers, trainers and sales representatives. The two-book program includes a trainer's guide and a trainee's workbook; they cover traditional newspaper telemarketing and what Holland called the "brave new total telemarketing areas of retail, national and co-op." ☐

Newspapers offer unique ways to sell

Two representatives of the Newspaper Advertising Bureau gave an animated presentation on how advertising sales people can play upon newspapers' unique characteristics to enhance selling against the competition.

Uldis Grava, vice president/director of marketing services, played the devil's advocate in eliciting from the audience what newspapers can tell advertisers in response to:

- The color of magazines
- The action of TV
- The fantasy of radio
- The cost per thousand of outdoor advertising
- The selectivity of direct mail.

When someone suggested total market coverage, Grava pointed out that 98 percent of all homes have a TV set. He was encouraging his listeners to anticipate the selling points seized upon by competing media and to combat those arguments by spotlighting newspapers' own advantages in reaching consumers.

The biggest pluses for newspapers, he said, are a target audience that is upscale but not isolated from the general market and a "broad reach."

"Learn the vocabulary of the competition," he urged. "Newspapers have to sell on the basis of readership, rather than households," as magazines are doing.

Newspapers also have a "pass-along" factor, which is approaching three readers per copy in the larger markets, Grava noted.

He urged publishers to do readership studies. "It's to your benefit," said the NAB official.

Also at the clinic on "How to Sell Against the Competition," Steve Van Osten, NAB's vice president/retail sales development and training, noted that retail advertising sales people have "a lot of tough work" because they "don't have full control over the job" in selling against other media.

There are too many restrictions on the sales staff, he said, such as "traditional" rules against running color in classified ad sections or running a merchandise ad opposite the editorial page.

He called on newspaper executives to question such outside influences that impede newspapers' ability to sell against radio and TV. ☐

Trudeau opposes trade protectionism

DAY 3 MAY 2

- Economic interdependence
- The mounting deficit
- Management skills
- Politicians and the press

In the past seven years, ANPA conventions have heard from two U.S. presidents (Reagan and Carter), two vice presidents (Bush and Rockefeller), one former vice president (Mondale), one United Nations secretary-general (Waldheim) and one head of state from overseas (Marcos of the Philippines). In Montreal, Canadian Prime Minister Pierre Elliott Trudeau joined that list of headliners.

For Trudeau, 64, the appearance was one of the last before he steps off the world stage. The one-time Montreal law professor has announced that he will return to private life next month after nearly 16 years in office—the longest tenure of any contemporary Western leader.

Appropriately, his speech had the tone of a farewell address. It was delivered in a calm, steady, quiet voice, but the message was strong: that the nations of today are intricately linked economically and that moves toward protectionism in international trade could lead to "anarchy or oligarchy."

The address, which was liberally sprinkled with quotations from Einstein, Aristotle, Lewis Carroll, columnist George Will and Mexican poet Carlos Fuentes, was in stark contrast to the rousing call to arms shouted from the same podium two days earlier by U.S. industrialist and protectionist advocate Lee A. Iococca.

Speaking to a record crowd of 1,700 at the annual ANPA Luncheon, Trudeau said that governmental attempts to protect declining industries have never fully succeeded, in part because job and income losses are often unrelated to trade. He cited the example of new communications technology that affects the transportation industry, in which case "the employment impacts are difficult to identify and to deal with."

Instead of moving to protect industries by providing subsidies and other support, governments should be looking for ways to work within the existing economic system, the prime minister asserted.

He warned that "if we do not adapt to change in our economic structures, and if we fail to adjust our thinking and our institutions to facilitate international cooperation, we risk waking up one morning to find that the multilateral economic system has disintegrated and that we have been mugged by reality."

Despite the fact that "American economic primacy has waned," the U.S. role in international economics remains "pivotal," Trudeau said. Without leadership by the industrialized nations, particularly the United States, "the system could regress into anarchy or oligarchy. And tendencies of unilateralism and neutrality could undermine the alliance of democracies."

The kind of economic cooperation among nations that is required, he added, "is simply not happening. The vision is lacking. . . . Political leaders need to push this work forward and give it direction."

Trudeau said economic interdependence is nowhere "more advanced" and "more vital" than in Canada and the United States. Seventy percent of Canada's exports go to the United States, he noted; U.S. exports to Canada are nearly twice as great as those to Japan, and they are greater than U.S. exports to Britain, France and West Germany combined.

Moreover, the Canadian leader said, businesses in the United States have extensive investments in Canada and vice versa, so that "by the time a new Chrysler van is sold in Detroit, it is neither American nor Canadian but a truly North American hybrid."

Speaking against a backdrop of multiple Canadian flags flanking two U.S. flags, Trudeau said the two nations also are "integrated into the larger global economy." Neither country, "nor the two countries together as Fortress North America, could stand alone and prosper."

During his 25-minute address, Trudeau—as has been his custom when making public appearances in Quebec—used both English and French.

The French portion was not restated in English. Translated, the key part of the French section is as follows: "The tendency for governments to intervene has been reinforced by expectations, built up especially over the 1970s, that big government will protect domestic interests from structural change. And, inevitably, the results of government interventions have not all been positive. No government has been able to resist fully the pressure to protect jobs and income in declining industries, such as the clothing industry in your country and ours." ☐

At left: In office for most of the last 16 years but soon to retire, Prime Minister Trudeau discusses nations' economic interdependence.

Following Trudeau's address, the ANPA gavel was passed to new Chairman and President Richard J.V. Johnson.

Deficit termed an 'emergency'

The nation's publishers, as "opinion molders," must convince voters of the urgent need to end ruinous government deficit spending as we enter the presidential campaign "silly season," a former cabinet member said.

W. Michael Blumenthal, treasury secretary in the Carter administration, said newspapers should force presidential hopefuls to address the dangers of continued runaway deficit spending and demand that each candidate explain how he would cut the deficit.

"All candidates must be made to be fair and realistic" in dealing with deficit spending that is running at a "national emergency" rate of $200 billion a year, he told a General Session breakfast. "The candidates should not be allowed to make promises (to voters) that are not accompanied by pain" such as tax increases, said Blumenthal, now chairman and chief executive of Burroughs Corp.

"It's so much easier for candidates to give away things and (promise to) cut taxes, but we must be realistic," he said.

If the nation does not take bold steps now to approach a balanced federal budget, we will all "regret it" because deficit spending means "mortgaging the lives of our children and our grandchildren." Blumenthal spoke in behalf of the Bipartisan Budget Appeal, formed in 1982 by him and five other one-time treasury and commerce secretaries to fight snowballing increases in deficits.

Those with "rosy scenarios" who maintain interest rates will go down while the national deficit runs at $200 billion a year are dead wrong, he said. Current deficit spending threatens to kill the economic recovery and keeps interest rates high—higher than in Japan for both short- and long-term rates, he noted.

Blumenthal said the U.S. dollar currently is strong, actually overvalued, because high U.S interest rates attract foreign investment. But that foreign investment is really "hot money" because the foreigners will rush to pull out as soon as they see signs of a loss of confidence in the U.S. economy.

Even with the boldest action possible from Washington, it is "unrealistic to (expect to) achieve balance in less than four years," he said. A solution must include levying a new "broad-based, fair, consumption-oriented tax," he added. Also needed, Blumenthal said, are cuts in defense spending and in inflation-indexed social entitlement programs, such as Social Security, and in Medicare.

Blumenthal decries government deficit at session moderated by Gannett's Madelyn P. Jennings.

"The numbers are staggering," said Blumenthal. "A deficit of $2.5 trillion is likely in a few years. We will soon be paying more than $100 billion a year just in interest" on the national debt.

Also at the General Session, the chairman of American Express Co. said that as financial institutions focus more on "upscale consumers," some people with lesser incomes are "being squeezed out of financial services."

James D. Robinson III noted that "public interest in financial services (is) often subordinated by special interests," and he called for a "fresh look" at the financial system in such a way that "regulation not be determined by interests that complain the loudest."

Public policy in this area should have three main objectives for consumers, he said: broadest access to financial services, credit at reasonable cost and a sound financial system.

Robinson said federal deposit insurance was "designed to be a safety net and not a trampoline." Emboldened by the security of deposit insurance, some financial institutions are, in effect, using the government as a "silent partner" to take "exorbitant risks," he said. ☐

J-dean appeals for help

Journalists "can and even should" help solve some of the problems facing journalism education, according to James D. Atwater, dean of the School of Journalism at the University of Missouri.

Atwater, a senior editor of Time magazine before becoming dean six months ago, said he is bothered by the "wide chasm" still existing between practitioners and academics.

"Now that I am on the far side of the canyon, the distance between the two groups seems even greater than before," he said. "Despite the efforts of the ANPA and a number of publishers, I believe that the educators are more anxious to build a bridge to the other side than the journalists."

Atwater suggested publishers contribute to journalism education—"quite apart from writing checks"—by making reporters and editors more available for writing and ethics workshops, by giving their employees paid leaves to spend a semester on campus, and by swapping a journalism practitioner for a professor for a period of time.

Publishers also can help in the search for talented young people by giving them a "nudge" toward the profession, such as by hiring them for summer newsroom internships, he said. Journalism faces a talent shortage, Atwater warned, adding that the "talent hunt" should begin in high school. "We still don't pay all that much in this business, and there simply are not enough superior students coming out of high school these days."

Before making his plea for publisher assistance, Atwater provided his General Session audience with a self-described "instant analysis" of the future of journalism education.

The first concern of journalism educators, he said, is to make sure their students can perform the "fundamentals"—clear, concise writing and the basic skills of reporting or advertising.

Educators have to try to put more writing courses, and more intensive ones, into the curriculum, he said. "This means classes with fewer students, and that is expensive."

A second concern, he said, is how best to prepare students for the "information revolution." He said rapid changes in the communication business are causing educators to ponder what to teach, what courses to delete if new ones are added, and how to finance the expensive electronic equipment needed to avoid becoming "hopelessly obsolete." ☐

Margaret Genovese

Panelists (from left) Germond, Fotheringham, Boyd and colleagues drew laughter.

Politicians exploit press? Reporters know how it's done

The General Session on "How Politicians Use the Press" heard little disagreement that elected officials just might, on occasion anyway, try to manipulate the media to advance a good image.

"It's not whether (manipulation) exists," noted Allan Fotheringham of Southam News Service in Ottawa. "It's the level of the cynicism."

For Fotheringham, at least, that level is pretty high. In the humorous but acerbic manner for which the award-winning Canadian journalist is noted, he pilloried a variety of public servants, including the "spavined hacks and retired bagmen" who, he said, serve as press-relations officials in the Canadian government.

He contended that a fellow panelist, Canadian Sen. D. Keith Davey, has advised Prime Minister Pierre Trudeau on the best ways of maximizing good and minimizing bad when it comes to press contact.

Fotheringham also claimed Davey "lowbridged" Trudeau just before the last election—that is, kept Trudeau away from the press—so as not to disturb the prime minister's favorable public standing as reflected in the polls.

Davey countered that Trudeau has never been "packaged," and in a return volley he labeled Fotheringham "an adjectival rogue" who is "our answer to Howard Cosell."

Another panelist, Jack Germond of The Baltimore Sun, said that "politicians and their handlers want to present their people in the best light. The press wants to present them in the truest light. Those two things never quite come together."

Modern-day techniques for press manipulation, once kept close to the vest, now are so blatantly practiced they no longer are secret, Germond said.

Robert S. Boyd of Knight-Ridder Newspapers noted a "nice little gadget" President Reagan often uses for effect in televised speeches. The president usually reads from teleprompters for the body of the address, but when quoting from a special work, he looks down and reads from cards—as if the rest of the speech was not scripted.

Germond said the caliber of reporters has improved in recent years, and officials don't get away with as much manipulation as they once did.

There also has been an increase in the number of political consultants, which ironically has worked to the advantage of the press, he said. "They try to throw a little con at you once in a while," Germond said, but "there are bottom lines below which they will not go. Those lines may be lower than we may like, but at least they're there." ☐

Newspapers learn to communicate with employees

It used to be a common saying that newspapers, which are in the business of communicating, do a poor job of communicating with their employees. No more. Committed newspapers are pulling out all the stops to share information with their workers.

Executives from three newspaper companies put on dazzling slideshows at the clinic on "Employee Communications—A Two-Way Street." In the aggregate, they showed newspapers can and do excel at internal communication.

Granted, not all newspapers have the resources of the Los Angeles Times, The Orlando (Fla.) Sentinel and The Arizona Republic and Phoenix Gazette, which made the presentations. But today, even smaller newspapers can and "must" communicate successfully with their employees, said panel moderator Darrow Tully, publisher of the Phoenix papers.

Eldon A. Case, employee relations director of the Phoenix dailies, noted that the spoken word is easily misunderstood and that "the rumor mill is destructive." An organization table and the ranges of salaries for various positions is public information at the Phoenix papers, Case said. Also, a supervisors' manual, which is available for all employees to peruse, is updated weekly

Don C. Becker, president of the Detroit Free Press, reported that "quality circles"—sometimes known as "participative management" or "quality of work life" programs—are "thriving" at his newspaper.

At the Los Angeles Times, "We work harder on communication than anything else," said James D. Boswell, vice president/employee and public relations. "It is the thread that ties all of our employee relations programs together." ☐

Masters of change

Publishers were urged to become "change masters" at their newspapers—that is, executives who bring about innovative and productive change.

Yale University professor Rosabeth Moss Kanter outlined the skills of such leaders: going outside traditional assumptions, providing vision and having conviction behind their ideas, having the ability to form coalitions and to attract support for their ideas, working through teams, and sharing credit and recognition. ☐

A warning to papers on equal pay

The burgeoning concept of "equal pay for jobs of comparable worth" could mean major problems for newspapers, according to the director of labor relations for Gannett Co. Inc.

Wendell J. Van Lare said this is because traditional newspaper employment policies have created "ghettos by sex." This may make it possible for women workers to argue they are underpaid in jobs different from—but comparable in worth to—those held mostly by men.

At the clinic on "Discrimination Cases Won/Lost," Van Lare said the recent trend in comparable-worth litigation—the concept was upheld by a federal judge in Washington State last year—"scares me."

Van Lare said "ghettos by sex" abound in newspapers. Typically, newspapers employ mostly women as telephone classified ad-takers, while men hold higher-paying outside ad sales positions, he said.

It is possible states may begin to order employers to study their existing wage scales under the comparable-worth concept, he said, to see if women or other groups are being victimized.

An employer that conducts such a study, voluntarily or otherwise, should be aware that it is likely to be costly—not only for the study itself, but in the increased pay that would be demanded if women or other groups were found to be comparatively underpaid, Van Lare said.

Another problem exists if relatively lower salaries are paid to supervisors in certain departments, particularly those largely staffed by women. A supervisor in a predominantly female department now might receive a lower salary than a nonsupervisory worker in a male department, he noted.

"If this is going to be the law of the land, then there is trouble down the road and newspapers had better get ready for it," Van Lare warned. He noted that the three leading candidates for the Democratic presidential nomination all endorse the comparable-worth concept.

Comparable worth cases can be brought now, under existing law, without new legislation, noted John B. Jaske, vice president/labor relations of Gannett. An attorney could make a case for executive secretaries who are paid less than janitors at a newspaper, he said. ☐

How to head off financial conflicts

At the clinic on "Future Profits or Future Shock," advice on amassing the former and avoiding the latter was dispensed.

George D. Hutchinson, president of the Institute of Newspaper Controllers and Finance Officers, argued for inclusion of the financial officer in a newspaper's corporate planning process.

Too often people in the communications business are poor internal communicators, said Hutchinson, director of finance and administrative services for Pacific Press Ltd. in Vancouver, British Columbia. By making the financial officer a member of the team setting and implementing company goals, a newspaper can avoid conflicts between the financial officer and other personnel that arise because of communication breakdowns.

Also at the INCFO-arranged clinic, panelist George J. Lister executive vice president of The Times Leader in Wilkes-Barre, Pa., pointed out that "people and paper" account for up to 70-75 percent of total newspaper costs.

Among his suggestions for controlling people costs were to determine what staff positions are necessary to produce a quality newspaper when advertising volume is at a low ebb—and then fill these positions with full-time employees. For peak periods, part-time employees should be retained.

One way to control paper costs, he said, is to limit news coverage and circulation to the areas from which the newspaper's advertisers draw customers. ☐

The most cerebral of discussions

Do you consider yourself a conceptualizer prone to daydreaming? Are you spiritual, musical and maybe even a little emotional?

Or do you think of yourself more as reasoned, organized, controlled and conservative?

If you're the former, chances are you are right-brain dominant. That is, the right side of your brain may be the location of most electrical impulses that make up your sparkling character.

On the other hand, if you're the latter, you might logically conclude that you are left-brain dominant. Most of your reasoned outlook on life stems from the left side of your brain.

The differences between the two were the basis for what had to qualify as the most cerebral of all Convention clinics: "The Creative Brain—How Known Brain Functions Can Be Applied to Unlock Creativity, Approach Business Problems and Achieve New Understanding" by personal development consultant Ned Herrmann.

Herrmann is chairman of The Whole Brain Corp. of Lake Lure, N.C., which uses brain dominance theory to "stimulate innovation and productivity" by American companies. He said his research has revealed that people can boost their personal and professional success partly by understanding where their personalities lie on the spectrum between "left" and "right" brain.

"What happens is that we often block our experimental self by our safekeeping self," he said. People "move back and forth from the different parts of the brain unless you suppress that activity. . . . In our cultural norms, we erect rules for ourselves."

The "whole brain" concept involves being able to apply the various brain traits "situationally."

Herrmann said people can learn to shift their brain dominance from one side to the other. But it is harder to shift from the right side, where one tends to be more creative and loose, than from the left side, where one might "see the trees but not the forest."

In the workplace, he advised taking "a look at the people and the jobs you have and decide who you want in those jobs." There may be a valuable "synergy" by having a variety of profiles on a staff. ☐

Herrmann in his own hemispheres.

Late news

ITU to conduct another election

The U.S. Department of Labor and the International Typographical Union agreed May 4 to a rerun of last year's ITU election, an action that also puts on hold the proposed merger of the ITU with the Teamsters.

Former First Vice President Robert S. McMichen had protested to the department following the November 1983 election in which he defeated incumbent Joe Bingel by nearly 5,000 votes but was denied the presidency after Bingel challenged the result. The union's canvassing board invalidated the election and ordered a rerun [**presstime**, April 1984, p. 60].

The new election will be for president, three vice presidents and secretary-treasurer. It will be conducted "as soon as possible" and no later than July 31, the Labor Department said.

Under the voluntary agreement, the ITU executive council has scrubbed the scheduled May 16 membership referendum on the proposed merger with the Teamsters. Four days before the Labor Department-ITU agreement was announced, a federal judge in San Francisco had temporarily enjoined the ITU from holding the referendum.

Accreditors act on rules, applications

The Accrediting Council on Education in Journalism and Mass Communications gave preliminary approval to proposed changes in accrediting standards and granted accreditation to 16 schools at its April 29-30 meeting in Montreal.

The changes include elimination of sequence accreditation and clarification of the so-called "75-25 rule" on the recommended ratio of liberal arts and sciences to journalism courses [**presstime**, April 1984, p. 20]. Final action will be taken by the council at its Oct. 20-21 meeting in Chicago.

Among the schools granted full accreditation were five whose journalism programs and/or sequences were given provisional or probationary accreditation last year: American University, Ohio State University, San Jose State University, Temple University, and Washington and Lee University.

Three schools were granted provisional or probationary accreditation this year: Northern Illinois University, Oklahoma State University and the University of Nevada at Reno. Eight other schools received full accreditation, including three not previously accredited, bringing the number of accredited schools to 84.

Supreme Court libel ruling favors press

In a victory for the press, the U.S. Supreme Court ruled 6-3 that appellate courts "must exercise independent judgment" in determining whether there has been actual malice in libel cases.

Appellate courts must not rely solely on a trial court's decision on the question of actual malice, the court held. The media often win cases on appeal after losing in the trial court.

Decided April 30, the Supreme Court case stemmed from an unfavorable May 1970 Consumer Reports review of loudspeakers manufacturered by Bose Corp. Contending that the review was erroneous and disparaging, Bose had prevailed in a U.S. District Court, which awarded $210,000 in damages [**presstime**, Oct. 1983, p. 12].

Satellite delivery of advertising on horizon

Plans were revealed in Montreal for a new service that will deliver national advertising to U.S. newspapers via satellite. Called AD/SAT, the service is planned for start-up in 1986 after a six- to nine-month field "demonstration" involving 11 newspapers in nine major markets.

AD/SAT will be operated by a new company formed by Robert Wold Co. Inc., which markets use of satellite transponders, and Mitsui & Co. (U.S.A.) Inc., a Japan-based firm. AD/SAT stems from an earlier newspaper-business proposal called SAT-FAX. Under the AD/SAT system, newspapers will receive camera-ready ad facsimiles via existing Associated Press satellite dishes.

Cost to newspapers will be at least $20,000 per year—a $7,500 participation fee and a minimum reception charge of $12,500 for the minimum 500 receptions at $25 each. Cost to advertisers or agencies to send one ad will be $15 per newspaper, with a minimum charge of $150 for each ad of a particular size.

Introducing AD/SAT are (from left) Tai Koyama of Mitsui & Co. Inc., Robert N. Wold of the Wold Co. and consultant N.S. Hayden.

More UNESCO monitoring urged

The World Press Freedom Committee's role in monitoring UNESCO must be intensified should the United States withdraw from that international body, the WPFC was told at its biennial meeting in Montreal April 29.

Concerns about press freedoms in Africa and Latin America and at UNESCO, where some proposals continue to call for licensing of journalists, mean the WPFC must maintain vigilance, even though expenses of the monitoring are depleting funds, said committee Chairman Harold W. Andersen, president of the Omaha World-Herald Co. "We've been living on pledges made three years ago," said Andersen. "We will be seeking some new three-year (financial) commitments" from Free World newspapers and broadcasters. Andersen and other WPFC officers were re-elected for two-year terms.

Two ways to win a Pulitzer Prize.

With a team of journalists whose commitment to excellence reads in every line.

Inside the World of Latinas
LATINOS
LATINOS

The Pulitzer Prize gold medal for meritorious public service has been awarded to The Times for its 27-part series on the Latinos of Southern California — a series that stretched beyond the stereotypes of race and culture to look into the past, present and possible future of this diverse ethnic community.

In gathering information through some 1,000 interviews, the journalists who shaped, wrote, edited and illustrated this project were directed by a single, but far-reaching, goal. To take readers into the hearts and minds of these people, whose role in Southern California life is such a vital force.

It was, indeed, a special kind of journalism.

The team that made it happen

Deputy Managing Editor:
  Noel Greenwood
Project co-editors:
  George Ramos
  Frank Sotomayor
Staff writers:
  Frank del Olmo
  Virginia Escalante
  Marita Hernandez
  Al Martinez
  Robert Montemayor
  Julio Moran
  George Ramos
  David Reyes
  Nancy Rivera
  Louis Sahagun
  Frank Sotomayor
  Victor Valle
  Juan Vasquez
Primary photographers:
  Jose Galvez
  Rick Corrales
Contributing photographers:
  Monica Almeida
  Aurelio Jose Barrera
  Patrick Downs
  Christine Cotter
  Thomas Kelsey
Layout coordinator:
  Terry Schwadron
Illustrators:
  Tom Trapnell
  Steve Lopez
Special research:
  Times Poll staff
  Doug Conner

And an editorial cartoonist whose art speaks clearly for itself.

Paul Conrad often draws fire from readers' souls. He can be sarcastic. He can be biting. He can also be witty and amusing. But he always makes a statement — a political or social comment that's hard to ignore.

It's those convictions, expressed so strongly and so eloquently, that are so often credited with ruining the breakfasts of — or making the day for — our readers.

The judges who this year awarded Conrad his third Pulitzer Prize for editorial cartooning probably didn't side with Conrad on all the issues either. On one thing, however, they did concur — that, in 1983, Conrad was the very best.

Los Angeles Times

A special kind of journalism.

Label issue detached from rate case

The Postal Rate Commission said that it will not consider ANPA's proposal for a separate five-cent charge for detached labels.

Commission Chairman Janet D. Steiger said April 24 at the start of another day of hearings in the long postal rate proceeding that the proposal is too complicated and would take too long to deal with in the current case.

"In order to ensure that we can complete our recommendation [on new rates to the postal Board of Governors] in timely fashion . . . we can't consider this matter, complex as it is," Steiger said.

ANPA had recommended a third-class rate package that included a five-cent-per-piece charge for use of detached labels to accompany unaddressed "marriage mail" packages of advertising circulars. There currently is no such extra charge for their use.

Steiger ordered that all ANPA written testimony on the proposed five-cent detached-label rate be stricken from the record. The Association argued against that order saying the information could be used in conjunction with a separate detached-label petition it has before the commission.

But Steiger said the commission has the discretion to either accept or turn down for rate-case consideration any proposal for establishing a new mail classification—a change she thinks the five-cent detached-label proposal would require. The commission April 18 turned down another mail classification proposal, one from Advo-System Inc., that would have allowed low-cost, blanket delivery of certain unaddressed, third-class pieces [presstime, April 1984, p. 42].

Moments after the detached-label ruling was made April 24, an ANPA consultant, Massachusetts economist Sharon L. Chown, took the stand to be cross-examined about the rate case.

Chown, executive vice president and co-founder of Industrial Economics Inc. of Cambridge, explained the Association's proposal that a new third-class rate structure be created, based on per-piece and per-pound rates—similar to that of second-class. Third-class rates currently are based only on weight consideration for pieces weighing more than 3.91 ounces.

Responding to questions from five other parties involved in the proceeding, Chown said third-class mail's "unit cost contribution" to overall postal operations falls short of an equitable amount, while first-class pays more than its fair share. To compound this situation, third-class service has improved, she added, saying this has caused the value of third-class to increase in relation to first-class.

Chown outlined three steps toward setting "fair and equitable" rates.

One is to ascertain how much it costs USPS to provide a specific service.

The second is to treat the same types of mail in similar fashion—what she called "equal treatment of equals." It was a reference to ANPA's position that detached labels, like the postcards they resemble, should carry a separate charge.

The third is to decide on the unscientific, judgmental questions that are ever-present when deciding how much each class of mail should pay. One consideration is the social and cultural impact of mailed material, such as the news content of newspapers.

In other postal developments:

- At the request of the Postal Service, the rate commission April 9 suspended proceedings in ANPA's detached-label petition for 30 days. The purpose of the delay was to discuss a possible settlement of the issue. Talks began April 25.
- The Postal Service, saying detached labels "facilitate handling and delivering awkward-sized mailing pieces," extended the option of using the labels to second-class mailers. For publications to qualify for use, however, they must be considered "saturation" mailings; that is, the mail pieces must be sent to at least 75 percent of all addresses in a carrier route or 90 percent of the residential addresses, whichever is less. ANPA said the option would affect very few, if any, newspapers.
- USPS and the American Postal Workers Union April 24 began wage negotiations amid talks of a possible strike. In an unprecedented move, the Board of Governors said April 3 that "as a general proposition, the compensation and benefits paid Postal Service employees exceed the compensation and benefits paid for comparable levels of work in the private sector." The board directed postal management "to seek correction of this situation."

—*C. David Rambo*

Free paper said entitled to 2nd-class

A U.S. District Court judge in Tennessee has ruled that a free-circulation newspaper should be allowed to take advantage of favorable rates, reliable service and other benefits of in-county second-class mail.

The suit was filed against postal officials by The Enterprise, a 16,289-circulation free weekly that wanted to be "on a competitive basis with our fellow newspapers and have competitive access to the mails," according to Publisher Ron Bailey. His paper is published in Winchester, Tenn., about 50 miles west of Chattanooga.

Judge Thomas G. Hull sided with The Enterprise and entered a summary judgment in its favor. He said postal rules prohibiting the free-circulation newspaper from taking advantage of second-class benefits violate the First and Fifth Amendments.

Hull overturned parts of the U.S. Postal Service's Domestic Mail Manual requiring, among other things, that the publication has a "legitimate list of subscribers who have paid or promised to pay" for the publication to receive second-class rates.

"The regulations might well work to stifle the dissemination, through the mails, of different points of view and opinions," Hull said in his March 21 order. "The private publication of newspapers espousing divergent political views is a highly prized First Amendment freedom which should not be burdened by arbitrary postal regulations.

"In addition, the challenged regulations do appear to create two arbitrary classifications of newspapers and accord them unequal treatment."

Parties in the case had until May 1 to file responses to Hull's order. A matter yet to be settled was how much in damages should be awarded to the plaintiff.

The Postal Service said it will defend its paid-subscriber rule by asking Hull to reconsider his decision.

Bailey said it costs about $60,000 a year more to mail The Enterprise, a broadsheet founded in November 1982, by third-class than by in-county second-class.

Hull's order is consistent with changes once proposed by the Postal Service but dropped two years ago after objections from ANPA that the moves would violate the historic intent of second-class mail [presstime, April 1982, p. 15]. ☐

Sunday magazines pool efforts

A scramble is on to capture more national advertising for Sunday magazine supplements.

For the first time in their history, the two nationally distributed magazine supplements, Parade and Family Weekly, are joining forces to sell advertising in both as a package.

Meanwhile, Metropolitan Sunday Newspapers—representing Sunday Magazine Network, a group of 56 locally edited magazine supplements produced by individual newspapers in large U.S. cities—has just completed a $1-million campaign to lure advertisers.

And while the two groups vie with each other for big national accounts, realizing that it may be months before any major shifts by advertisers occur, they both make the pitch that Sunday is an excellent time to advertise and that newspapers are the most effective way to reach people at home [presstime, Oct. 1983, p. 49].

Of the national supplements, Family Weekly is distributed by more newspapers—366 to Parade's 132. But Parade and the 56-magazine network each reach almost twice the audience—48 million, compared with 25 million for Family Weekly.

Combined, the two national giants and the network cover most of the Sunday newspaper market. However, with some overlap, they serve a somewhat different audience. Most of the 56 independent magazines are in the 50 largest U.S. metropolitan areas. Parade is distributed in large and medium-size markets, while Family Weekly is strong in middle- and smaller-size communities.

During the last week of March, the publishers of both national magazines, Carlo Vittorini for Parade and Patrick Linskey for Family Weekly, made their first personal sales pitch for combined advertising to the auto industry in Detroit.

The second phase of their collaboration is planned for the fall or early next year: selling a poster-size ad equal to four regular pages of advertising, which will be folded into both magazines and will include coupons.

Describing the new ad as "a spectacular gatefold . . . a blockbuster . . . the biggest unit in print," Linskey says it is specifically designed to attract promotional coupons. Advertisers using coupons have been leaving the Sunday magazine market increasingly for free-standing newspaper inserts or other magazines. The ads, says Vittorini, "will be built around an advertising theme, which would attract multiple advertisers."

The network, meanwhile, ran the last of its of 114 promotional ads in April, a series which began with a three-page spread in Advertising Age last October.

Concentrated in The New York Times, the Chicago Tribune and the trade press, the ads claim the 56 local magazine supplements in the top markets are read by a high concentration of the upscale audience advertisers most want to reach: 54 percent of American households with incomes over $35,000 and 62 percent of those over $50,000, 55 percent of all who spent more than $101 a week on groceries, 61 percent of those who took three or more domestic flights, and 62 percent of all who took a cruise in 1982, according to Simmons Market Research Bureau.

In addition to competing against one another, both groups are selling the concept that Sunday is what Edward J. Hundt, Metro Sunday's advertising sales director, calls the "prime time of print advertising."

According to a Scarborough Research Corp. study commissioned by the network, 75 percent of the newspaper audience report they read four out of the previous four issues of their Sunday magazine. And, Hundt tells advertisers, "on Sunday morning people have the time and the tranquility not only to read your advertising, but also to think about it and make purchasing decisions."

The national magazines push raw numbers as their primary appeal to advertisers—a combined readership of a staggering 73 million in nearly 500 cities, only five of which have overlap due to circulation of both supplements. The network's magazines, on the other hand, stress the particularly high readership of locally edited stories of local interest in the nation's largest cities.

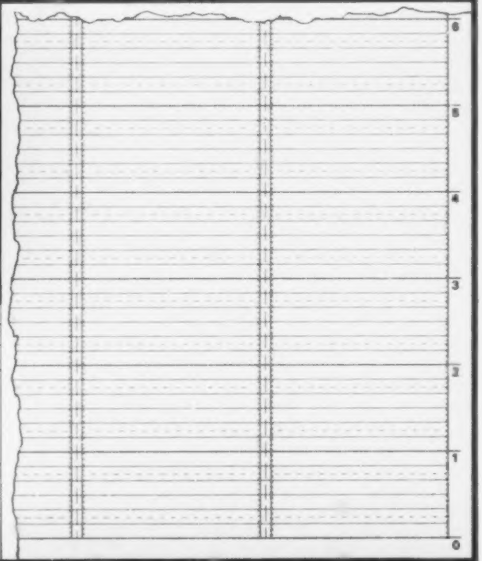
Advertisers, through the network, can buy space in all 56 papers (at a discount) or select any combination of cities they want.

—*Marcia Ruth*

NEW!
Standard
Ad Unit
GRID SHEETS

MPS has the new 13" SAU™ grid sheets in stock for immediate delivery. Now available are broadsheet grids for 6 columns, for 6 and 8 columns and for 6 and 9 columns. A matching 5 column tabloid sheet is also ruled with the new SAU™ column sizes. In addition 5 sizes are in stock for make-up of ads less than full-page sizes.

Free samples are available. Call Dick Morton at 1 800 621-1507 to discuss your SAU™ grid sheet requirements.



MPS MIDWEST PUBLISHERS SUPPLY COMPANY
4640 N. Olcott Avenue, Chicago, IL 60656, (312) 867-4646

Ink from 24 papers found tainted

Tests conducted by ANPA have revealed that yellow ink used by 24 newspapers contained a form of the toxic chemical PCB in levels exceeding Environmental Protection Agency limits.

This includes the disclosure in mid-March by the San Jose (Calif.) Mercury News that it had discovered concentrations of dichlorobiphenyl, a form of PCB, in yellow ink beyond the allowable 50 parts per million [presstime, April 1984, p. 38].

Magruder Color Co. of Elizabeth, N.J., has been identified as the supplier of the yellow pigment in all of the instances in which the ink manufacturers would divulge the information.

At press time, no cases of occupational disease due to the tainted ink had been reported. The ink companies involved had recovered the suspect ink, and the pigment supplier had instituted new procedures to guard against recurrence.

A toxicology consulting firm engaged by ANPA determined that no studies exist on the particular isomer found in the yellow ink. Nevertheless, based on information available on other dichlorobiphenyls, the consultants concluded there should be no ill effects on employees at the 24 newspapers involved as long as good hygiene practices are used.

Levels of dichlorobiphenyl higher than 50 ppms were found in about one out of 10 samples submitted to ANPA by newspapers in late March and early April, according to George R. Cashau, ANPA director/technical research. He said the rate dropped to about one of 20 in samples submitted later. By late April, the Association had tested nearly 300 samples.

In notifying newspapers of the results of the tests, ANPA learned that the two California ink manufacturers that served the Mercury News are not the only ones to have supplied newspapers with suspect ink. Three other suppliers whose ANPA-tested samples showed PCBs above 50 ppm were J.M. Huber Corp. of Edison, N.J.; Morrison Printing Ink Co. of Cleveland; and Northern Printing Ink Corp. of Minneapolis.

Spokesmen for Huber and Morrison said company-commissioned tests confirmed PCB concentrations above 50 ppms in some ink samples.

Magruder spokeswoman Joan Allen said she did not know how many ink manufacturers got the contaminated pigment. She said the two California manufacturers, Cal/Ink in Berkeley and United States Printing Ink in San Leandro, were the largest.

Meanwhile, investigations into the Mercury News incident by the EPA and the California Division of Occupational Safety and Health are continuing.

Also in the works is a new EPA regulation governing inadvertently generated PCBs. PCBs in printing ink fit that definition because they are generated as a byproduct of the pigment-manufacturing process. The new regulation is scheduled to be issued in mid-1984.

As proposed by the agency last December, the regulation would limit inadvertently generated PCBs in products to a 25 ppm annual average with a maximum of 50 ppm at any given time. But five times as much dichlorobiphenyl—the type of PCB found in the ink—would be allowed, i.e., 125 to 250 ppm.

EPA explained that there is evidence that dichlorinated biphenyls are less persistent than some other forms of PCB in the environment and are not found in fatty tissue, one place where PCBs may be stored in the body.

"It is estimated that the risks associated with the vast majority of these worst-case exposure scenarios are of minimal significance," EPA said. □

Ad substantiation rule recommended

The chairman of the Federal Trade Commission has recommended that the agency adopt a policy on advertising substantiation that focuses enforcement efforts on individual companies rather than whole industries.

Chairman James C. Miller III recommended that the commission continue its recent practice of asking companies for evidence backing up advertising claims that are suspect, rather than sending requests for substantiation to large segments of an entire industry where some questionable advertising exists. The latter procedure, so-called industry-wide "rounds," had previously been used by the commission. □

Provisions of tax bills weighed

Major tax bills with provisions of interest to newspapers are heading toward a House-Senate conference in early May.

The bill passed by the Senate April 13 would allow private foundations to retain "excess business holdings" if they meet certain tests. It also would repeal, as advocated by the newspaper industry, the so-called "generation-skipping transfer tax"—a tax on transfers of assets to generations other than the next.

The companion bill that passed the House two days earlier does not have similar provisions. However, it does contain one section that is anathema to family-owned newspapers: a delay in the scheduled reduction of the maximum estate tax rate.

Following passage of the Senate bill, representatives of two private foundations that own daily newspapers said it would allow the foundations to keep their newspapers: the Houston Chronicle, owned by The Houston Endowment Inc.; and the Spartanburg (S.C.) Herald-Journal, The Tuscaloosa (Ala.) News and the Gadsden (Ala.) Times, owned by the Public Welfare Foundation Inc.

A 1969 law limited foundations to between 20 and 35 percent ownership of any business and sets various divestiture deadlines based on the particular ownership percentages of a given foundation. Thus the Houston Endowment and the Public Welfare Foundation are under a 1989 deadline to divest 50 percent of their newspaper holdings.

The Day Trust, which owns The Day of New London, Conn., had been classified by the Internal Revenue Service as a private foundation but recently won a court challenge to that classification. (See story, next page.)

Repeal of the generation-skipping tax, enacted in 1976, had been urged by the newspaper business' Tax Law Action Group [presstime, Aug. 1983, p. 11]. TLAG Chairman Cecil B. Highland Jr., president and general manager of the Clarksburg (W.Va.) Publishing Co., said in April the impact of this provision on federal revenues would be "slight."

While calling the Senate's action on the repealer "good news," Highland said the estate tax provision in the House tax bill "goes in the wrong direction." □

IRS appeals ruling on tax exemption for Day Trust

The Internal Revenue Service has asked a federal judge to reconsider his decision to exempt The Day Trust from federal tax laws governing private foundations.

Judge Jose A. Cabranes ruled in late March that the trust is exempt from the rules—which, among other things, limit business holdings—because it is not an "exclusively charitable" trust.

On April 6, however, the IRS sought reconsideration. A hearing is scheduled for May 14 on the government's request. The IRS also could appeal the decision to a federal appeals court.

If the decision is reversed, the trust would be required to divest 50 percent of The Day, a 37,232-circulation evening daily in New London, Conn., by 1989.

The IRS ruled in 1979 that the trust, established in the will of Day-owner Theodore Bodenwein, who died in 1939, became exclusively charitable when Bodenwein's last heir died in 1978.

The trustees challenged the IRS determination and argued that the trust remains a "split-interest" trust because the newspaper is a beneficiary, along with local governments and charities.

Cabranes agreed with the trustees and also said the trust was not exclusively charitable because Bodenwein stipulated that local governments may benefit from the trust.

The news of Cabranes' decision was greeted by "a great cheer" in the newsroom of The Day, reported Deane C. Avery, co-publisher, editor and trustee. "It had been kind of a cloud that had been hanging over us since 1979." ☐

FOI exemption gets panel OK

A House committee April 11 approved an amended version of a Senate-passed bill to exempt some CIA "operational" files from the search and review requirements of the Freedom of Information Act.

One of the amendments by the Permanent Select Committee on Intelligence strengthened the ability of the courts to review files the CIA designates as exempt. ANPA had asked the committee to take such action [presstime, March 1984, p. 30]. The bill also requires approval by the Government Operations Committee. ☐

Times Mirror ponders its loss in Hartford cross-ownership case

Following a decision against it by the Connecticut Supreme Court, the Times Mirror Co. is examining what avenue to pursue next in its four-year-old fight to retain both its newspaper and cable-TV properties in the state.

The court March 27 held that the state Department of Public Utility Control can revoke Times Mirror's two Hartford-area cable TV franchises unless the company divests itself of The Hartford Courant. The company may appeal to the U.S. Supreme Court, a Times Mirror spokesman said.

The decision reverses a January 1983 Superior Court decision holding that the DPUC's 1980 order was invalid because state regulation of newspaper/cable cross-ownership was pre-empted by the Federal Communications Commission. That agency in 1975 decided to postpone any final rule-making on the issue "until such time as we find abusive trends developing or have more conclusive information as to the potential harms that may be involved."

In its opinion, written by Justice Ellen A. Peters, the Connecticut Supreme Court referred to the FCC's decision and concluded "there is no persuasive evidence that the FCC intended, by its own deferment of regulation of cable-newspaper cross-ownership, to preclude local consideration of such cross-ownership in the award or in the revocation of a cable franchise."

If Times Mirror does not appeal to the U.S. Supreme Court, the case will go back to the Superior Court for further proceedings on other issues not decided by that court. These issues include Times Mirror's contention that the DPUC order violates the company's First Amendment rights. ☐

TELECOMMUNICATIONS NOTES

- A.H. Belo Corp. of Dallas, publisher of The Dallas Morning News, **sold its cable television system** in Clarksville, Tenn., for $13.3 million to help finance the purchase of six broadcast television stations.

  Belo's acquisition of Dun & Bradstreet's Corinthian Broadcasting Group for $606 million was called the largest purchase of broadcast stations ever made when the purchase agreement was announced last year [presstime, Aug. 1983, p. 13].

- The Omaha World-Herald Co. **discontinued its cable news and advertising operation** March 15 because two of the original three services it offered in cooperation with other companies were curtailed. At the time it was discontinued, the World-Herald cable subsidiary was operating a scrolling text service with video news and advertising inserts. It was unable to find a market for that remaining service, according to John Gottschalk, vice president for general administration of the World-Herald Co.

- On the other hand, Life Newspapers, a group of two paid and one free circulation semi-weekly newspapers in the Chicago suburbs, April 17 **expanded its cable text operation** to a third cable system.

  The service, begun in 1982, billed $17,000 in advertising last year and is breaking even, said Larry K. Randa, the firm's director of telecommunications.

- **Dennis R. Patrick** was confirmed March 30 by the Senate as a member of the Federal Communications Commission. A Republican, Patrick was sworn in last December when he was given a "recess appointment" to the post.

- The FCC March 29 eased its **media ownership definition** by increasing the degree of ownership of a newspaper, broadcast or cable TV property that triggers multiple- and cross-ownership restrictions.

  The new "attribution" rules define ownership as the holding of 5 percent or more of a company's voting stock regardless of the size of the company.

  Previously, the level was 1 percent or more of the voting stock of a company with more than 50 stockholders, and any voting ownership in a company with 50 or fewer stockholders. The commission also raised the level for passive ownership (by mutual funds, insurance companies and bank trust departments) from 5 to 10 percent.

- The FCC April 11 adopted a **lottery system for awarding cellular radio** construction permits in markets below the top 30 [presstime, Nov 1983, p. 22]. Comparative hearings will continue to be used for the 30 largest markets.

Readers now want hard news, new Clark study says

Ruth Clark

Five years ago, researcher Ruth Clark reported to the American Society of Newspaper Editors that American newspaper readers wanted less news about the world and more about themselves. "Changing Needs of Changing Readers" also reported readers felt alienated from newspapers.

Her second such study, to be released at ASNE's annual convention May 9, paints almost the opposite picture.

"Then it was *me, my life, my problems, my environment*; now it is *news, facts, basic information*" the public wants out of newspapers, she says in the report.

The new study, "Relating to Readers in the '80s," concludes that the public wants hard news, and though some question whether papers are fair or biased, people by and large think newspapers are "indispensable" for their lives.

Moreover, says Clark, in the five years since the first report, readers have redefined the "social contract" between themselves and newspapers. In 1979, she wrote, the public believed it was the responsibility of newspapers to deliver the news, but there was no obligation on the part of the readers to digest it. Now she sees an increased sense of responsibility on the part of readers to understand the world in which they live—and hence, to read newspapers.

Five years ago, her study saw readers as demanding that papers "help me cope" by providing more local news and personal columns. Now it's "give me the facts, I'll cope," she says, as readers demand more raw information on such topics as business, consumer news, health, the environment and the family.

The 1979 study, which the ASNE Readership and Research Committee called "the most widely read and used of any newspaper research in our memory," is credited with convincing papers to lean more toward features than hard news. The new study will also be "very significant" and "is going to be much used and much talked about," says current committee Chairman Robert M. Stiff, editor of the Evening Independent of St. Petersburg.

Both studies were sponsored by ASNE. The first was supported by the National Readership Project. The second was funded through a $78,500 grant from United Press International [*presstime*, Oct. 1983, p. 33] and will be distributed by ASNE. Although both studies addressed similar issues, the two are based on different types of research.

The 1979 study, with more limited funding, was based only on "focus group" interviews, where clusters of people met with researchers to discuss newspapers, then met with editors and reporters. The 1984 study began with "qualitative" interviews like those of 1979 to develop trends and questions. However, the final report was based on what Clark's firm, Clark, Martire & Bartolomeo Inc., termed a "national, projectable telephone sample" of 1,202 U.S. residents 18 and older.

While some of the differences in the two studies have been attributed to the different methodology, the study concludes that the shift in public attitudes toward the press "is based on changes in the social environment, on a reassessment of social values, and on the new realism of the current decade."

"The years of recession, inflation and unemployment along with a growing awareness of the danger of nuclear war, have transformed what used to be a narrowly self-involved audience into a far more sophisticated cosmopolitan group," the report says.

Readers said they want papers of all sizes to be "complete," containing a range of international, national and local news, and they want detail. Eighty percent of readers, according to the report, rely on newspapers to flesh out the brief introduction to events they get from television news.

Compared with results of the 1979 study, a less pronounced "gender gap" was indicated in the new one, with less of a difference in what men and women want from their newspapers.

Distrust of editors, prominent in 1979, also has lessened, the study found. Two out of three readers who expressed an opinion disagreed with the statement that editors are more interested in pleasing other editors than readers, and a whopping 88 percent said they believe their local paper "really cares about the community."

This allegiance, however, was shown to be stronger for familiar papers than for the industry as a whole. While 84 percent said their own paper was usually accurate, only 53 percent said newspapers as a whole were accurate.

On the negative side, the report says that "if there is a gap between newspapers and the public, it is on the fairness issue."

More than half (58 percent) said they do not believe newspapers in general are usually fair. By "fair," the report says, people mean not just free from bias, but whether papers devote enough space to certain groups. For example, about 80 percent said papers treat young people, working women and minority groups fairly, but members of these groups feel they are not getting enough coverage.

"The bottom line is that people perceive newspapers as unfair not so much because of what they print as because of *how much* they print about a particular subject or constituency," the report states.

"The single biggest negative attributed to local newspapers" was that "when people talk about the paper they read most often, 42 percent say they think it tries to manipulate public opinion."

Compared to television, newspapers fare better on the issue of "sensationalism," which bothered about seven in 10 readers in 1979. Now 52 percent believe newspapers sensationalize the news, compared with 81 percent who attribute this fault to television, reports Clark. "But 52 percent is still far too many critics for comfort," she warns.

Continuing a trend picked up in the 1979 report, 55 percent of readers said they want more information about reporters and editors, and 40 percent showed an interest in newspapers' technology.

Along with copies of the report, ASNE is distributing questionnaires like those used in the survey. "My hope is that people will take this back home and then do their own research, ask the same questions in their own communities," said committee chairman Stiff. —*Marcia Ruth*

Too much 'bad news' may hurt newspapers

BY GUIDO H. STEMPEL III

Guido H. Stempel III

Carrying too much bad news may hurt a newspaper's image with its readers. That's the conclusion of a study by Jack B. Haskins of the University of Tennessee School of Journalism, reported in ANPA News Research Report No. 40.

The study was an experiment in which Haskins created five versions of a fictional newspaper that varied in the proportions of good and bad news. Subjects for the experiment were freshmen at the University of Tennessee. Each subject saw one of the five versions of the paper and then evaluated it on 16 scales.

The paper with the highest proportion of bad news was seen as less trustworthy, more biased and not a good influence on the community. It also was seen as not effective as a community watchdog and not the kind of paper to which respondents would like to subscribe. Its editors and reporters were seen as less competent than editors and reporters of the papers with less negative news.

Such an experimental study, of course, needs to be confirmed with studies of actual newspapers. However, the findings here are so conclusive that they should serve as a warning to any newspaper that is tempted to emphasize bad news in the hope of gaining circulation. The gains, if any, are likely to be short-lived.

• • •

An analysis of 48 proprietary studies from 34 markets shows that persons who subscribe to newspapers also use other media more and have a stronger orientation to news than do non-subscribers. These findings are reported in ANPA News Research Report No. 39 by Edna Einsiedel of Syracuse University.

The 48 studies were the only ones from the more than 200 the former ANPA News Research Center at Syracuse had acquired that contained data comparing subscribers and non-subscribers.

Einsiedel also found that most studies indicate that subscribers are older than non-subscribers and have higher incomes and more education. Subscribers are also more likely than non-subscribers to own their own homes and be married. Part of the reason they subscribe apparently is their interest and participation in politics.

Einsiedel pointed out that there is a need to go beyond demographics because while they tell you what subscribers are like, they don't tell you why people subscribe to a newspaper. On the latter point, she found very little data in the studies.

• • •

Some standard ways newspapers abbreviate wire-service names, states and political parties may lessen reader comprehension of news stories. That's the finding of a study by Ron F. Smith of the Department of Communication at the University of Central Florida and Peter Voelz of the Department of Journalism at Eastern Illinois University.

Subjects in their experiment were students in classes other than journalism. The researchers prepared two versions of a news story. One used the traditional wire-service dateline, abbreviated names of states and political parties, and used words and numerals for large figures. The other version replaced the dateline with "By the Associated Press," mentioned the location in the body of the story, spelled out names of states and political parties, and used only numerals for large figures.

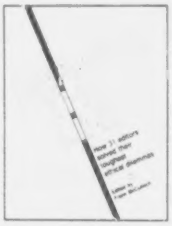
Each subject read one version of the story and then was given a 10-item test on information in the story. A higher percentage of those who saw the second version of the story remembered the location, state, political party and dollar amount.

This study is reported in the Winter 1983 Journalism Quarterly. ☐

Stempel is a distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

How editors handle ethical dilemmas

How 31 newspaper editors solved their toughest ethical dilemmas is presented in *Drawing the Line*.



The book, edited by Frank McCulloch, executive editor of McClatchy Newspapers, was a joint project of the American Society of Newspaper Editors Ethics Committee, ASNE Foundation and the Poynter Institute for Media Studies.

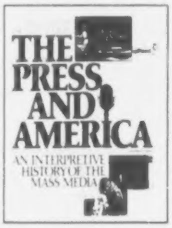
Subjects covered in the seven sections of this book include the boundaries of privacy, the case for compassion and restraint in coverage under a variety of modern-day circumstances, and attribution to unnamed sources.

Arthur L. Caplan, associate for the humanities at The Hastings Center in Hastings, N.Y., writes in the afterword that there is no "simple moral rule of thumb" to follow when confronted with the cited cases of ethical questions.

The 98-page, soft-cover book is available for $4.95 from ASNE Foundation, P.O. Box 17004, Washington, D.C. 20041.

Standard text again updated

The Press and America, first published in 1954, has been updated again. The fifth edition of this standard text, subtitled "An Interpretive History of the Mass Media," involved major reworking of the second half of the 774-page book, including a section on new communications technologies.



The revision was the first since 1978 for authors Edwin Emery, professor of journalism and mass communications at the University of Minnesota, and his son, Michael Emery, professor of journalism at California State University, Northridge.

In addition to discussion of early communications history, the authors cover contemporary issues and profile media personalities such as Katharine Graham, Tom Wolfe, Connie Chung, Rupert Murdoch and Ted Turner.

The hard-cover book is available for $25.95 from Prentice-Hall Inc., Englewood Cliffs, N.J. 07632. ☐

Wall Street Journal column under SEC scrutiny

The Wall Street Journal is cooperating with a federal investigation into one of its reporter's activities, as once again a prominent daily newspaper has become the center of national attention because of alleged unethical conduct by a writer.

The Securities and Exchange Commission is investigating allegations that a Journal writer leaked information affecting the price of stocks before the information was published.

R. Foster Winans, 35, a writer for the "Heard on the Street" column, admitted leaking unpublished information over the past year, according to the Journal. The information was from both his and other reporters' research for the column, a special daily feature on developments that might cause a particular stock to rise or fall. Winans was fired March 28.

No other Journal reporters or editors are suspected of leaking information, according to the Journal.

Lawrence A. Armour, corporate relations director of Dow Jones & Co. Inc., parent firm of the Journal, said the company has a four-page set of guidelines that seek to prevent conflicts of interests by staff members regarding topics about which they are writing.

Armour said the company regularly stresses to its employees the importance of maintaining rigid standards about the sensitive nature of their work. In fact, he said, a memorandum to that effect was distributed to all employees in late February, shortly before Winans' activities came to light.

Journal executives also said the newspaper makes a special effort to prevent release of information contained in a "Heard" column before publication. For example, the column is not set into type until shortly before deadline.

Warren H. Phillips, chairman of Dow Jones, said the company is "saddened and shocked by this betrayal of trust." He added, "When an individual breaks faith and casts a blot on the paper's reputation, it can only inspire a deep sense of hurt and outrage among all who have labored so hard to build that reputation."

Armour said the Journal is reviewing its employee policies in the wake of the scandal.

However, he added, "We really feel that there's nothing wrong with our policies. If [a reporter] wants to betray you, if he wants to violate the trust, he can. . . . It's impossible to police everyone."

The SEC examination includes at least several brokers and the trading of stocks of at least 21 companies, according to the Journal, which published detailed information obtained in its own investigation of the matter.

The Winans incident came about three years after The Washington Post was embarrassed by a reporter's fabrication of a story on "Jimmy," a fictional 8-year-old heroin addict. Shortly thereafter, three other well-known publications—The New York Times, the New York Daily News and The Village Voice—also encountered questions about the veracity of some articles. ☐

Is Mobil Oil practicing what it preaches?

Mobil Oil Corp., noted for its outspoken corporate criticism of the press, itself has been charged with unfair reporting in a recent paid "advertorial" on libel cases.

Mobil, quoting the Libel Defense Resource Center, said in an "Observations" advertisement appearing in Parade magazine March 11 that "85 percent of the media libel cases since 1980 have resulted in jury verdicts against the press and television media."

LDRC data show that the "great majority of media libel cases are won by the media," according to Henry R. Kaufman, general counsel of the non-profit resource center. "The 85-percent loss figure . . . involves only the very small portion of libel cases that actually go to trial before a jury." Most libel cases never go to trial, he explained.

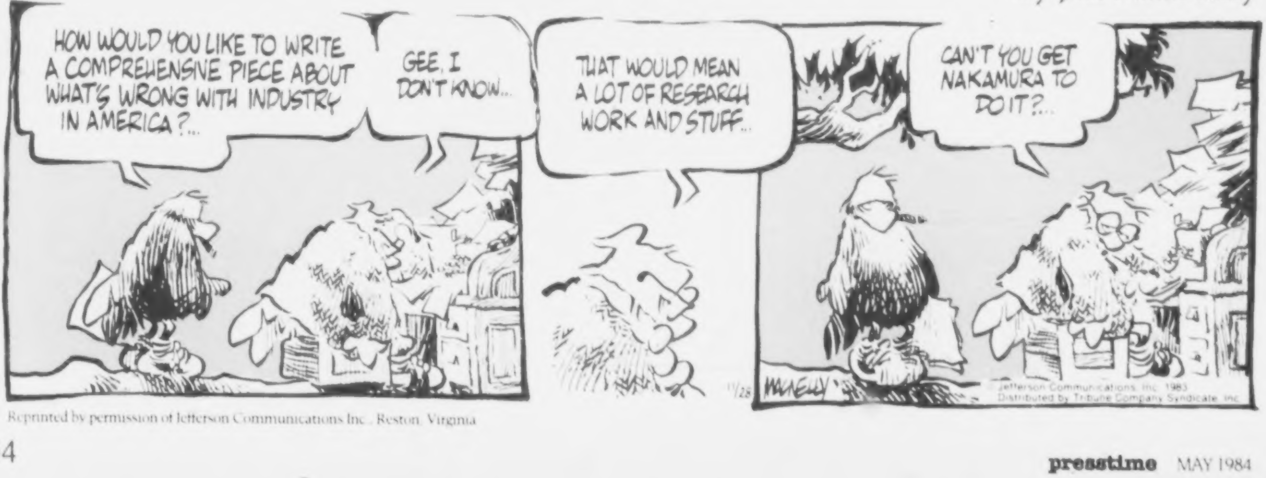
Kaufman received a copy of the advertisement before it was published and immediately stated his objections in a letter to Mobil. He urged Mobil to revise the ad to reflect the LDRC information.

Mobil refused to change the copy, saying it did not misstate the study's findings. "We're aware of what his claims are, but we just don't agree," said James A. Randall, senior staff advisor for corporate public relations who wrote the ad.

Kaufman of LDRC said although the point in question is a "modest" one, "the delicious irony of the situation" is that Mobil itself has been very outspoken about the press's alleged distortion of facts to prove a viewpoint. ☐

'Shoe'

By Jeff MacNelly


HOW WOULD YOU LIKE TO WRITE A COMPREHENSIVE PIECE ABOUT WHAT'S WRONG WITH INDUSTRY IN AMERICA?...
GEE, I DON'T KNOW...
THAT WOULD MEAN A LOT OF RESEARCH WORK AND STUFF...
CAN'T YOU GET NAKAMURA TO DO IT?...
11/28
MACNELLY
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Girl carrier, 12, found slain in third incident in year

For the third time in just over a year, a young person has been slain in the United States while performing duties as a newspaper carrier.

In the latest incident, a 12-year old carrier for The Evening Press of Binghamton, N.Y., was found strangled March 27, one day after she disappeared while collecting from customers on her neighborhood paper route.

Cheri Lindsey

Charged with the murder of Cheri Lindsey was the adult carrier who previously had the route and trained her in delivering papers. James B. Wales, 36, one of Lindsey's subscribers who lived just a few blocks away, was arraigned in Broome County Court April 10 on three counts of second-degree murder, two counts of first-degree rape, and one count each of second-degree rape and first-degree assault. Wales pleaded innocent.

The victim, daughter of a Binghamton police sergeant, was reported missing after she did not return from collecting from subscribers March 26. Her body was found the following evening in Wales' basement when police made a house-to-house search of the 36 homes on her route.

When Lindsey was first reported missing, the Binghamton Press Co., publisher of The Evening Press and its morning sister paper, The Sun-Bulletin, offered a $1,000 reward for information regarding the girl's disappearance, and a local store contributed $500.

The original reward has now grown to a $13,000 memorial fund, which Publisher Susan Clark-Jackson said would be used according to the wishes of the Lindsey family.

In the earlier incidents [presstime, Oct. 1983, p. 19]:

- Christopher Gruhn, 14, was stabbed to death while delivering Newsday on Long Island, N.Y., March 20, 1983. Like Cheri Lindsey's accused murderer, an 18-year old man who was convicted in Nassau County court April 12 of murdering Christopher Gruhn lived in the victim's neighborhood.
- Danny Joe Eberle, 13, was found dead of stab wounds Sept. 21, 1983, after being reported missing from his Bellevue, Neb., delivery route for the Omaha World-Herald three days earlier. A suspect in the killing was arrested in January and is scheduled for trial early this summer; the man, who is also accused of killing another boy [not a news carrier] from the area two months later, is not known to have been acquainted with the victims.

In another case involving a carrier, a nationwide search is still underway for John Gosch, 12, who disappeared Sept. 5, 1982, while delivering the Sunday edition of The Des Moines Register.

All four incidents occurred in neighborhoods not considered to be dangerous.

None of the papers involved had experienced a similar incident, and all had programs where they warn carriers about strangers.

The Des Moines Register has added a safety program offering shelter to carriers who think they may be in danger. After approval by the police, families belonging to Homes Offering a Protective Environment display a black-and-white HOPE sticker on their houses so carriers will know where they can go for help. ☐

Carrier tax reporting rule still unclear

The newspaper business appears divided on whether newspapers should report to the Internal Revenue Service names of independent contract carriers and dealers who resell their papers.

Officials of ANPA and the International Circulation Managers Association said most newspapers appear to be following guidelines of the Tax Equity and Fiscal Responsibility Act of 1982. TEFRA requires, among other things, that businesses report the name, address and Social Security number of "direct sellers" who purchase more than $5,000 worth of consumer products in a year's time for resale [presstime, Dec. 1983, p. 39]. Filing deadline for tax year 1983 was Feb. 28, 1984, according to an IRS spokesman.

But some newspaper executives, pointing out that as yet there are no TEFRA rules specifically directed at newspapers, said they have not filed the information.

Roderick P. Young, public affairs officer of the Internal Revenue Service, said in April that whether newspapers are subject to the requirements is "not really clear yet. . . . This is something our attorneys are considering at the moment." He could not say when rules, if any, may be forthcoming.

Chester S. Rozak, director of accounting and budgets for The Courier-Journal and The Louisville Times, said his company filed the information about its approximately 2,500 independent contract carriers. It also filed the dollar amount of sales to those carriers.

Rozak said the company has revised its computer's software to signify when sales to individual carriers pass the $5,000 threshold. This system of "accumulating" sales facilitates reporting data to the IRS, he added.

Chester O. Henson, circulation director of The Muncie (Ind.) Evening Press, said his newspaper complied—and in the process lost some carriers who quit after information on them was reported to the government. It "scared them, I think," he said. ☐

Vending box pact

USA Today and four New York City-based dailies—the Daily News, the Post, the Times and The Wall Street Journal—have signed an agreement with the city specifying guidelines for placement of newspaper vending machines.

Under the signed agreement, which became effective March 1, the newspapers may install any number of boxes they like. However, there may be no more than three placed next to each other, and they may not be put in public parks. ☐

Model curriculum de-emphasizes sequences

Technological change will "push" schools of journalism away from programs with numerous sequences of study corresponding to different communications fields and toward more "generic" instruction.

That's one conclusion in a massive new report by the University of Oregon School of Journalism on the state of journalism and mass communication education today and in the future.

Everette E. Dennis

The report is based on findings of a two-year study directed by Oregon J-School Dean Everette E. Dennis and undertaken specifically to help Oregon devise a new curriculum. Nevertheless, it has been eagerly awaited in the journalism education fraternity as a possible curricula guide for schools far removed from Oregon.

While the study concludes that the sequential approach will give way to more generalized mass communication instruction, it says specialized training has its place—in a student's senior year and beyond. It also proposes that schools develop comprehensive competency exams for seniors.

The study's recommended "model curriculum" includes three different elements: "(1) courses aimed at training in skills/craft competencies necessary for communicators generally; (2) conceptual knowledge courses that present the field of mass communication and its most vital component parts; and (3) professional modules aimed at acquaintance with the nuances and requirements of specific professional fields and industries."

Some of the other conclusions contained in the report, and enumerated in the executive summary to the 315-page document, are that:

- The journalism and mass communication program should be "a freestanding professional school reporting to the highest level of university leadership, not subsumed in a liberal arts college structure unless that is the clear preference of a local institution."
- Undergraduate education, currently schools' highest priority, in the future "will be de-emphasized somewhat and . . . continuing education, especially mid-career programs, will be accorded more importance."
- "Students should get conceptual instruction in the impact and influence of communication technology in society as well as specific hands-on instruction in areas related to entry-level work," especially in the use of data bases.
- "There should be greater use of professionals in residence and short-term appointments and more opportunity for scholars with litlte professional experience to get greater exposure to industry experience."
- "A strong effort should be made to develop more service courses for general university students who are not majors in the journalism/mass communication fields."
- "The journalism/mass communication field needs a strategic plan nationally and a strategic plan on every campus if it is to escape its present state and begin to take its rightful place in American higher education."

The Oregon study was funded by a $65,000 grant from the Gannett Foundation and a $16,000 grant from the Northwest Area Foundation. It involved surveys of journalism educators and representatives of professional organizations as well as consultation with the National Task Force on the Future of Journalism and Mass Communication. The task force is an arm of the Association for Education in Journalism and Mass Communication, the national organization of journalism educators [**presstime**, Feb. 1984, p. 38].

Some J-schools already have begun restructuring their curricula along lines suggested in the study. Trinity University in San Antonio, for example, in April announced a new curriculum for its Department of Communication that, instead of dividing the department into industry categories such as broadcast and print journalism, advertising and public relations, creates four broad areas of study: media studies and theory, media management and research, media writing, and media production.

Moreover, a committee that studied journalism accreditation recently proposed a change in accrediting procedures to accommodate that kind of curriculum change. The standards revision committee of the Accrediting Council on Education in Journalism and Mass Communications has recommended doing away with sequence accredition in favor of accreditation of the journalism/mass communication unit as a whole [**presstime**, April 1984, p. 20].

—Margaret Genovese

A unique facility for scholars, journalists

The Gannett Foundation, with a pledge of $15 million, will establish and operate a media institute at Columbia University in New York City that will open later this year.

The Gannett Center for Media Studies, which will be the foundation's largest-ever operating program, will consist of:

- A research fellows program. About a dozen scholars and media professionals will be selected each year to spend varying amounts of time on campus researching such topics as "The ethics of journalism in the information age: What are they?"
- A technology laboratory. New and experimental communications equipment will be demonstrated and used to train educators and mid-career professionals.
- A continuing-education program. Open to journalism educators and professionals, it will include seminars and workshops on communications technology and the issues under study at the center.

The center was described by officials of the foundation as "the fulfillment of a dream of the foundation to encourage the elevation and advancement of the mass media through study beyond the graduate school level."

Judith D. Hines, vice president and director of ANPA Foundation, said the center's scope and its involvement of both scholars and journalism professionals in research projects are unique.

Although housed at Columbia in part of the first two floors of the Journalism Building, the center will have no connection with the university or its Graduate School of Journalism.

The center is expected to open this fall. Everette E. Dennis, dean of the School of Journalism at the University of Oregon, was named the center's director. Dennis, president of the Association for Education in Journalism and Mass Communication, recently directed the Project on the Future of Journalism and Mass Communication Education, which was partially funded by Gannett Foundation. (See story, this page.)

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Biggest-ever ANPA Exposition set for Atlanta in June

Having just completed the annual Convention in Montreal, executives of ANPA-member newspapers are turning their attention to the Association's trade show June 9-13 in Atlanta.

"Impact '84: Issues and Answers," the 56th annual ANPA Operations Management Conference & Exposition, is shaping up as another animated technological fair of expertise exchanging, megabuck marketing and product perusing.

Past conference programs and equipment expositions seemed to reflect newspapers' concerns of the moment—telecommunications, for example, or electronic page layout or new press technology.

This year, both in sessions and in the booths on the floor of the mammoth Georgia World Congress Center, the event will spotlight solutions to problems of quality control in color reproduction (particularly in the preprint area) and of distribution systems.

While the 200 or so vendors are still putting the finishing touches on their booths, which are expected to take up a record 241,000 square feet of exhibit space, a presstime survey shows that attendees can expect to see numerous "live" demonstrations as well as static displays of new equipment in Atlanta. Many have been categorized and alphabetized here for reader convenience.

No to
YE Newe
technologie
Austin

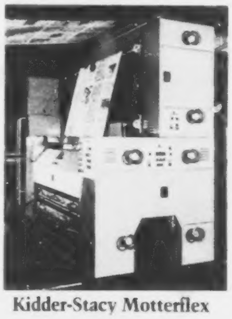
'Looks like trouble, Gutenberg.'

The Spectator 12/17/83

Pressroom

Manufacturers of flexographic newspaper presses will put more emphasis on color printing and flexibility in producing color. Offset press demonstrations will feature production of preprints and total-market-coverage products.

In the flexographic area, the Kidder-Stacy division of Motter Printing Press Co. will demonstrate a double-width flexographic unit with a color halfdeck similar to the unit shown last year at the Las Vegas Exposition. The unit will feature a split ink fountain for printing three colors side-by-side, a new 3:2 folder and a M.E.G. reel stand.



Kidder-Stacy Motterflex

M.A.N.-Roland (USA) Inc. will show for the first time—but not run—a flexographic unit.

Windmoeller & Hoelscher Corp. says its engineers in West Germany are working hard to deliver an operational model of a four-color flexographic unit to Atlanta. Failing that, the firm plans to print some color with a double-width unit similar to the black-printing one shown at the 1983 Exposition.

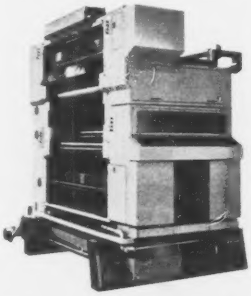
In the flexographic-conversion area, Intercorp Ltd. and Printing Press Services International will display upgraded versions of their letterpress-to-flexography conversion units.

In offset, the exhibit of the Graphic Systems Division (Goss) of Rockwell International Corp. will feature a demonstration of the new four-unit Goss C-150 offset press, which will be used to print a four-color tabloid newspaper, as well as a static display of the new Enterprise offset press.

Harris Graphics Corp.'s exhibit will include the first public showing of four units of the new NC-450 single-width commercial offset press.

M.A.N.-Roland will also have a static display of its single-width Uniman 2/2 offset press. The highlight of the exhibit will be a demonstration of the firm's programmable press control, a computerized system for presetting and running a press.

Publishers Equipment Corp., which until recently dealt exclusively in offset-conversion of letterpress presses, will have a static display of its new Eagle-3 color offset unit.

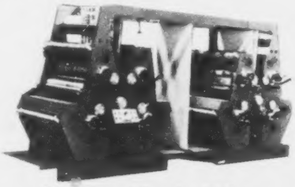


PEC's new Eagle 3-Color unit

Solna Corp. will demonstrate—for the first time in the United States—color printing on the Swedish-manufactured single-width Solna Distributor 2+1 offset press.

Although Tokyo Kikai Seisakusho Ltd. has not yet announced the nature of its exhibit at Atlanta, officials at Taft Equipment Sales Co., the North American distributor for TKS, say the Japanese press manufacturer may demonstrate a remote, or satellite, unit printing process color.

Web Press Corp. is planning to run at least one unit of its Quadra-Color offset press.



Web Press' Quadra-Color

Both PEC and Press Machinery Corp. will display letterpress-to-offset conversion units.

In other press-related equipment, Baldwin Technology

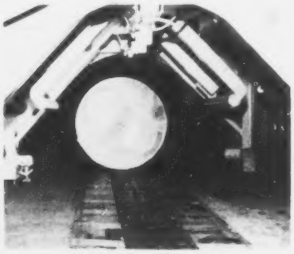
Corp. will exhibit ink circulators and viscosity controls for flexographic presses.

Cary Co., Enkel Corp. and M.E.G. Inc. will show a variety of automatic splicers.

ONE Corp., an Atlanta-based press machinery firm, is one company taking advantage of the event's location. Although its exhibit will be static, the firm will provide shuttle service to its plant to demonstrate equipment.

Ryco Graphic Manufacturing Inc. will unveil fountain solution mixing and recirculating systems.

Jervis B. Webb Co. will demonstrate an automated newsprint roll-handling system, including a "gull wing" roll conveyor, automatic roll stripper and tow cart.

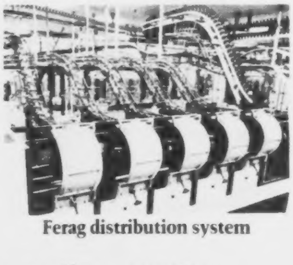

Jervis Webb roll conveyor

Distribution

Like the pressroom exhibits, mailroom displays should prove to be attention-grabbing. Nearly all vendors will have live demonstrations of at least some of their products. And ANPA researchers expect the show to reflect the popularity of belt conveying systems.

Bell & Howell Co. will demonstrate the Magnecraft address labeler and quarter folder.

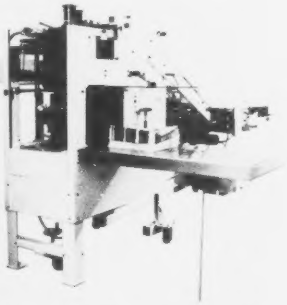
Ferag Inc. will include in its demonstration of conveying and inserting equipment a new counter stacker.


Ferag distribution system

Goss will demonstrate a new single-copy gripper conveyor, belt conveyor and stacker. The latter two items will be demonstrated on line with running presses.

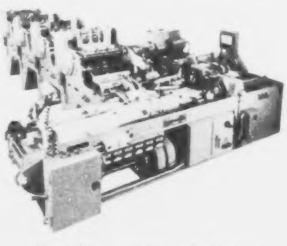
Hall Systems Inc. will feature displays or demonstrations of its new counter stacker with variable speed input section, belt stream conveyor, Key-Scan Keyboard Programmer and other components of its product line.

Harris Graphics Corp. will demonstrate its NP-1472 inserter operating in tandem with the RS-25 signature/counter stacker, to be shown for the first time.


Harris Graphics counter/stacker

Icore Corp. will introduce its programmable newspaper counter.

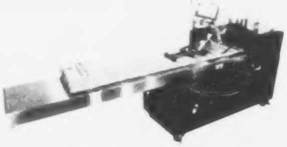
Among the McCain Manufacturing Corp. demonstrations will be the new Model 2000 PB. It can fold, stitch and trim quarter-folded tabloids into TV supplement-type products.


McCain newspaper inserter

The Muller-Martini Corp. exhibit will provide a limited demonstration of its new PrintRoll Buffer and Storage System, which allows off-line, temporary storage of a variety of newspaper products such as inserts and preprinted sections. The firm will also operate stitching, trimming and folding machines.

Quipp Inc., a newcomer to the show, will demonstrate a new stacker used with a belt-stream conveyor.

Stepper Associates Inc. will demonstrate an array of new labeling and quarter-folding equipment geared toward handling mailed products, including newspapers and TMC publications.


Stepper Associates' labeler

Pagination, front-end systems

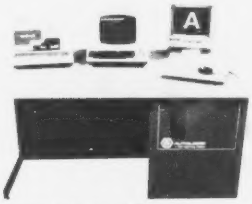
Although much of the pagination and front-end equipment seen at previous shows will be on the floor in Atlanta, this year's exhibits in these areas should prove to be both spectacular and comprehensive, according to vendors in the press area.

For one thing, there will be two new pagination exhibitors. For another, a growing number of OEM (original equipment manufacturer) agreements among firms marketing different types of electronic page makeup equipment should provide for interactive demonstrations of nearly complete systems that will manipulate both text and graphics.

Atex Inc. plans to introduce and demonstrate parts of what will become its "Total Publishing Environment" system. The firm's exhibit will feature interactivity between Atex front-end products and Camex Inc.'s Breeze display ad terminal and SuperSetter laser printer.

CAMEX
Breeze
atex
camex
Atex-Camex joint effort

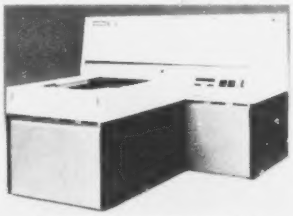
Autologic Inc. will add classified pagination to its demonstration.


Autologic classified system

Camex will demonstrate both the Breeze and the SuperSetter, which were displayed but not operated at the 1983 Exposition.

Composition Systems Inc. will run its System 2000 on Digital Equipment Corp.'s new mainframe computer, the VAX-750. The editorial and advertising management system, which CSI calls "the foundation . . . to integrate full page makeup capability," will be interactive with the Battelle library system at the ANPA show.

Crosfield Data Systems Inc. will again demonstrate its Datrax 760 laser platemaking system, but this year it will interact with a variety of front-end products produced by other vendors.


Crosfield Data's Datrax 760

Harris Corp. will demonstrate, for the first time at an ANPA Exposition, the 8300 Page Layout System it introduced privately last year.

Hastech Inc. will add classified makeup to its demonstration of NewsPro, AdPro and GraphPro pagination terminals and Magician front-end system.

Triple-I's laser page proofer

Information International Inc., or Triple I, will preview its new display ad makeup station and demonstrate its new VideoPRINT 300 laser page recorder, which provides a proof of complete pages, along with other pagination products.

Itek Corp. will have showings of a fiber-optic typesetter.

Liber Systems Inc., a Swedish firm that is a first-time ANPA exhibitor, plans to demonstrate its Text and Image Processing System with Chemco's NewScan laser platemaker. However, Liber is one of those firms, because of OEM agreements with other companies, that could demonstrate more if arrangements are completed in time.

System Integrators Inc. will demonstrate its System/55, using a new 32-bit microprocessor and new keyboards with a larger number of operational keys. The firm will show its new classified pagination software on the system.

Teleram Communications Corp. will have demonstrations of its new 3400, 4100 and 5100 terminal systems.

Xenotron's page layout system

Xenotron Inc. will feature an interactive demonstration of its AdMaster, PageMaster and ArtMaster workstations. The pagination package will interact with Crosfield's Datrax platemaker.

Given all the OEM agreements, there could be more new demonstrations in Atlanta than those reported here.

Software vendors

Companies marketing software packages for the business side of newspapering will demonstrate an array of new products. Many will be run on DEC's new VAX 11/750 mainframe computer.

Collier-Jackson Inc. will add CJ/Fixed Assets accounting software to its demonstration of business and financial management packages.

Creative Data Systems Inc. will demonstrate a newspaper business management package on an IBM system 36.

Data Sciences Inc. has added several new business management products, including circulation, accounting and classified advertising software packages, to its demonstration.

Gulf Coast System Design Co. will run its circulation and classified management system.

Newspaper Systems Inc. will demonstrate a business and financial management package that is targeted to handle the expanded Standard Advertising Unit™ system.

Software Consulting Services Inc. will demonstrate an integrated Advertising System with an enhanced version of Layout-80®, two different newspaper library systems and four accounting systems.

Stauffer business programs

Stauffer Communications Co. will show a new business and financial package running on a Burroughs B95 computer system.

VU/TEXT Information Services Inc. will demonstrate its electronic newspaper library service.

In addition, three vendors that are new to the ANPA show will demonstrate newsroom packages—targeted at smaller newspapers—for use with personal computers.

Bestinfo Inc. will demonstrate Type Processor One, a text-entry package with limited pagination and display-advertising makeup capabilities, on an IBM PC.

Concept Publishing Co. Inc. will demonstrate Newsset, a word-processing package that handles typesetting, spelling, telecommunications applications, ad setting and wire copy editing on an Apple IIe PC.

Westminster Software Inc. will demonstrate PagePlanner, text-entry software with hyphenation-and-justification and limited pagination capabilities that runs on IBM or IBM-compatible PCs. The firm also plans to use the package to demonstrate classified pagination on a PC.

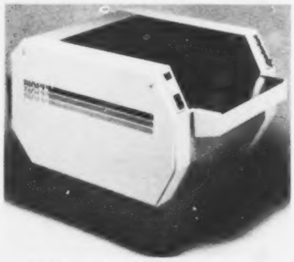
Also, Whalen Computer Inc., which has shown business packages at past ANPA shows, will be running a newspaper business and financial package on an IBM XT personal computer.

Darkroom, platemaking

The development of so-called rapid-access film technology also will be apparent at the Atlanta show, as will equipment to produce plates for flexographic printing.

Alan Imaging Products Inc. and Anitec Image Corp. will introduce a diffusion transfer film, which will be displayed in the Pitman Co. booth.

Hercules Inc. will demonstrate a relief plate processor for both flexography and letterpress.

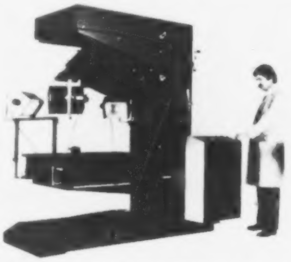


NAPP silverless film processor

NAPP Systems (USA) Inc. will introduce and demonstrate a new relief-plate automated exposure and processing system.

nuArc Co. will introduce its new SSTE-2024SB horizontal process camera.

Polychrome Corp. will introduce a new vertical camera, a rapid-access system and a diffusion transfer system.



3M Deadliner Platemaking System

3M will demonstrate its Deadliner platemaking system, a combination camera-platemaking process, on the new Goss C-150 offset press.

W.R. Grace & Co. will introduce its new photopolymer platemaking system.

Exposition potpourri

Among the other new equipment shown in Atlanta will be the following:

Alphatype Corp. will demonstrate enhancements of its MultiSet typesetting with its front-end equipment.

Mycro-Tek division of Allied Corp. will demonstrate several new pieces of telecommunications equipment: a single-channel character generator, a dual-channel character generator and a low-cost, high-resolution video monitor.

Seaboard Energy Systems Inc. will demonstrate enhancements of its energy and management system that include color graphics for the system's video monitors.

Semler Industries Inc. will add a new solvent and blanket wash recycling system to its exhibit.

Many vendors had not decided by press time what they will be displaying. A list of all exhibitors will appear in the June issue of presstime, along with a program update.

—Paul Kruglinski

Capital expenditures drop sharply in '83, but newspapers' '84 outlays could set record

ANPA's annual capital expenditures survey shows that following 1983's decrease in spending for plants and equipment, newspapers this year are planning to spend a record nearly $1 billion in such capital outlays.

The 460 North American newspaper plants responding to the survey said they spent $566.4 million for new equipment and facilities in 1983, down from $805.1 million in 1982 [presstime, July 1983, p. 57].

However, proposed spending for 1984 totals $959.6 million, which, if it materializes, would be a record capital investment for the newspaper industry.

The number of ANPA-member newspaper plants participating in the new survey was eight fewer than the year before: 438 from the United States, a decrease of 11, and 22 from Canada, an increase of three.

U.S. newspapers' capital spending trend for the past two years has been in contrast to that of American industry in general.

In 1982, when U.S. newspaper spending increased 7 percent (from $728.3 million to $780.8 million), new-plant-and-equipment spending in American industry overall decreased 4 percent, according to the U.S. Department of Commerce's Bureau of Economic Analysis.

Yet in 1983, when U.S. newspapers spent 30 percent less ($546.9 million, down from the $780.8 million total for '82), spending in American industry increased 8 percent.

Data Resources Inc., an information and econometric forecasting firm, projects that 1984 capital outlays for all industries will be 14.5 percent above last year's levels. The ANPA survey indicates that planned spending this year will exceed 1983 outlays by a whopping 57 percent.

In specific areas identified in the ANPA survey, the sharpest declines in 1983 spending compared with 1982 were building construction and the pressroom.

All respondents reported that they spent $67.1 million less last year for new buildings, additions and plant modernization, dropping from $197.7 million in 1982 to $130.6 million. In the United States, the decrease was from $195 million to $128.6 million. Canadian respondents said they spent just under $2 million last year, down from $2.6 million in 1982.

In the two countries combined, pressroom outlays dropped $84 million last year, declining from $249.8 million to $165.8 million. However, Canadian respondents said they spent $667,000 more for this purpose in 1983, for a total of $1.4 million.

Equipment purchases for other departments were generally down. Across the board, the survey reveals that newspapers spent 27 percent less than in 1982 on such equipment.

One survey category that bucked the downward trend was the outlay for energy management systems. It was nearly two and a half times higher than in 1982, rising from $2.8 million to $6.6 million.

The increase was particularly noteworthy at Canadian newspapers—from $90,000 to $4.4 million. The huge jump came despite the fact that 1983 spending had been projected at less than $17,000. Moreover, the Canadians expect to increase their expenditures on energy management 70 percent to $7.5 million in 1984.

In fact, that projected spending level is nearly twice that for the responding U.S. newspapers—$3.7 million.

The only other categories that recorded

Chart 1—1984 Estimates

Newspaper Plants Participating[1]	U.S. 438	Canada 22	Totals 460
Plant Expansion and Modernization			
New building	$ 64,203,456	$ 10,000,000	$ 74,203,456
Addition to existing building	47,573,196	1,387,000	48,960,196
Modernization of existing building	54,322,940	1,614,825	55,937,765
Subtotal	$166,099,592	$13,001,825	$179,101,417
New Equipment			
Cable TV (own)	$ 6,997,150		$ 6,997,150
Cable TV (lease)	174,000		174,000
Satellite dish	4,992,185	461,000	5,453,185
Teletext	1,328,643		1,328,643
Videotex	8,562,000		8,562,000
Other telecommunications	9,386,000		9,386,000
New telephone system	14,897,781	335,000	15,232,781
Computer—front-end systems	81,124,336	9,287,382	90,411,718
Computer—business accounting	38,245,132	3,261,503	41,506,635
Composing room	23,444,414	2,091,900	25,536,314
Camera/platemaking	12,519,264	862,500	13,381,764
Pressroom	191,406,752	12,872,000	204,278,752
Mailroom	55,360,480	940,618	56,301,098
Energy management systems	3,687,215	7,541,000	11,228,215
Newsprint handling and equipment	6,099,808	140,000	6,239,808
Transportation-automobiles and trucks	30,562,982	1,401,000	31,963,982
New furniture and fixtures	21,137,340	1,768,375	22,905,715
Other	29,015,896	3,498,300	32,514,196
Subtotal	$751,061,572	$44,460,578	$780,516,158
Estimated Total Outlays	$917,161,164	$57,462,403	$959,617,575

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[1] Figures represent only those ANPA-member plants reporting and not all daily newspapers.

Chart 2—1983 Expenditures

Newspaper Plants Participating	U.S. 438	Canada 22	Totals 460
Plant Expansion and Modernization			
New building	$ 53,449,828	$1,041,364	$ 54,491,192
Addition to existing building	29,750,524	138,943	29,889,467
Modernization of existing building	45,395,768	779,959	46,175,727
Subtotal	$128,596,120	$1,960,266	$130,556,386
New Equipment			
Cable TV (own)	$ 9,467,766		$ 9,467,766
Cable TV (lease)	181,667		181,677
Satellite dish	314,299		314,299
Teletext	3,163,074		3,163,074
Videotex	4,034,062		4,034,062
Other telecommunications	11,658,588		11,658,588
New telephone system	7,031,828	1,046,000	8,077,828
Computer—front-end systems	59,958,140	1,862,594	61,820,734
Computer—business accounting	30,509,638	2,837,959	33,347,597
Composing room	9,698,665	168,485	9,867,150
Camera/platemaking	10,988,221	209,881	11,198,102
Pressroom	164,429,744	1,404,662	165,834,406
Mailroom	46,595,608	1,314,194	47,909,802
Energy management systems	2,189,546	4,401,318	6,590,864
Newsprint handling and equipment	6,576,642	9,648	6,586,290
Transportation-automobiles and trucks	24,414,756	943,335	25,358,091
New furniture and fixtures	15,395,746	840,974	16,236,720
Other	11,715,047	2,523,545	14,238,592
Subtotal	$418,323,037	$17,562,595	$445,885,632
Total Outlays	$546,919,157	$19,522,861	$566,442,018

increases in spending last year were teletext, videotex and telephone systems.

The $3.2 million spent on teletext equipment was 323 percent more than the $747,000 spent in 1982. Newspapers spent just over $4 million on videotex equipment, which was 158 percent more than the $1.6 million spent a year earlier.

Outlays for telephone systems totaled just over $8 million, which was 74 percent above the 1982 figure of $4.6 million.

Other telecommunications expenditures (transponders, microwave devices, low-power television equipment, among others) totaled $11.7 million, less than a third of the 1982 figure of $37.4 million. 1983 expenditures for satellite dishes were a meager $314,299, compared with $3.2 million a year earlier.

In general, the percentile decline in some other equipment purchases by U.S. newspapers was not as steep as those of their Canadian counterparts.

The survey revealed that front-end purchases dropped $9.7 million, or 13.5 percent overall, but Canadian front-end purchases decreased more than $1.2 million, or 39.6 percent. Composing room equipment purchases were $4.9 million, or 33 percent under 1982's pace, but for Canada the drop was $1.3 million, or 88.7 percent lower. Purchases for newsprint-handling equipment fell $2.7 million, or 29 percent, while Canadian purchases declined by $292,000, or 97 percent.

However, camera and platemaking equipment expenditures were down by $5.5 million, or 33 percent, while the decrease in Canada in this case was only a marginal 5 percent.

Outlays for transportation equipment remained relatively constant at just over $25 million, although Canadian newspapers spent less than half as much as they did in 1982.

A comparison of capital expenditure surveys since presstime began publishing the results indicates that both estimated expenditures and actual outlays peaked during 1981-82 but have declined since then. In 1980, for instance, newspapers spent $595.1 million compared with $499.1 million the year before. In 1981, outlays jumped to $827 million and dipped only slightly to $805.1 million in 1982. However, the 1983 outlays are 31 percent below 1982's. ☐

K&B, Egenolf form joint press venture

A bit of graphic arts history was made in Indianapolis this spring when the first Compacta S60 heat-set, offset web press rolled off an American assembly line. The event marked the beginning of a joint venture between Koenig & Bauer AG of Wuerzburg, West Germany, the oldest press manufacturer in the world, and Indianapolis-based Egenolf Machine Co., a press repair and rebuilding firm.

The new venture, Koenig & Bauer/Egenolf, is assembling newspaper and commercial offset web presses in a 152,000-square-foot plant. Most components are manufactured in Germany and shipped to Indianapolis for assembly.

The joint venture announced it intends to "expand sales of Koenig & Bauer presses in the United States."

Koenig & Bauer has sold presses in the United States for a number of years, primarily commercial heat-set and offset presses. ☐

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Washington Post's cool heads cut cooling, heating costs

The Washington Post's energy-conservation program is producing some hefty savings and a quick payback.

Since the program's inception in 1978, the newspaper has reduced overall energy consumption at its main office and production facility by 19.2 percent and peak energy demand by 33.5 percent.

The program, implemented following an energy audit, included changes in lighting, installing equipment that made boilers perform more efficiently, upgrading ventilation systems and computerizing the energy conservation program itself. Parts of the program used energy-saving ideas employed elsewhere in the newspaper business [**presstime**, Oct. 1982, p. 40].

In late 1979, the newspaper's operating services director, Edward J. Ames, arranged for Energy Management Corp. to conduct an energy audit. Following that study, the Baltimore-based consulting firm recommended that the newspaper:

- Control exhaust, return and supply fans and other electrical equipment to optimize use, reduce electrical consumption and minimize venting of heated or cooled air
- Wire and control the air-conditioning "chillers" to reduce the load factor during times of peak electrical demand
- Lower temperature settings in the winter and raise them in the summer. These thermostat adjustments, about 2 degrees Fahrenheit per setpoint, could reduce energy consumption by 2 percent, the audit said.

The Post gradually has been implementing the recommendations.

Initially, the newspaper addressed one of the largest energy-consuming areas of its downtown office/production facility—lighting, which accounted for 30 percent of the electricity used there. By reducing most of the three-tube fluorescent fixtures to two-tube units or eliminating them altogether, and by using power-saving tubes, the Post realized a substantial savings the first year, Ames reports.

In February 1980, the Post installed equipment allowing the three 600-horsepower boilers that produce space heating and hot water to burn natural gas or fuel oil, depending on cost and availability.

In 1981, George Wathen, chief engineer at the Post, determined that the pneumatic control system for the larger "variable-air-volume" fans could be upgraded to operate more efficiently. He added motor-driven relief dampers for the machine room and modified the pneumatic controls to slow the speed of the fans' motors as building conditions permitted.

After rejecting a first round of bids for cost reasons, the Post in 1982 purchased an energy-management system to assist implementing the audit's recommendations.

The microprocessor-based system uses Enercon Data Corp. Model 302 hardware; the software was developed jointly by Enercon and the Post. The system monitors virtually all energy-related functions in the building.

"The results of our programs have been very good," said Ames. Total energy cost declined 8.75 percent in 1983, compared with 1982.

Moreover, electricity usage declined 12.2 percent, despite the fact that the hot summer of 1983 caused a 15.7-percent increase in cooling degree days [a measure of air-conditioning usage].

During the colder months of 1983, with heating degree days remaining about the same as 1982, natural gas and/or fuel oil consumption decreased by 17.7 percent.

The payback on the costs of installing elements of the energy-conservation system had been projected to be 19 months, but with savings of that magnitude, it will be considerably less, Ames says. □

TECHNOLOGY CALENDAR

- The Communication Network Conference & Exposition will sponsor a **Network Management/Technical Control** program May 21-24 at the Sheraton Washington in Washington, D.C.
- The **ANPA Operations Management Conference & Exposition** will be June 9-13 at the Georgia World Congress Center in Atlanta.
- The **Mycro-Tek Users Group** will meet June 9 at the Georgia World Congress Center in Atlanta
- The **Newspaper Computer Users Group** will meet June 9-11 at the Atlanta Marriott hotel.
- The **ANPA Technical Committee** will meet Sept. 6-7 at The Newspaper Center in Reston, Va.

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Press control rules to change

A subcommittee of the American Standards Institute is currently considering revisions in standards for press controls and signaling systems used on newspaper and commercial presses.

For 30 years, there have been voluntary standards for controls on newspaper presses. The standards assure that controls governing operation of presses are as safe as possible and that control safeguards are universally applied throughout the newspaper business. In this way, pressmen operating different presses use the same basic system.

The original standards were adopted in 1954 and revised in 1968. The ASI requires that all voluntary standards be revised periodically to determine whether they are still being applied universally and whether technological innovations can improve controls.

ANPA has represented the newspaper business in all ASI activities concerning newspaper press standards. Also on the committee are representatives of 22 other organizations, including additional trade associations; press manufacturers, labor unions, the National Safety Council and the federal government. The current Review Committee activity is under the direction of the National Printing Equipment and Supply Association.

The committee is reviewing the basic design of all press push-button stations and signaling devices, both visual and audio. The revised standards will not make obsolete those controls currently being used in the newspaper business, according to ANPA Vice President/Technical William D. Rinehart. The intent of the committee is to keep the standards as uniform as possible and to improve the safety of press operation, he said.

There will undoubtedly be some modifications to existing standards, Rinehart added, such as requiring a red-green safe light for each push-button station rather than for the entire press as is the case now.

The revised, voluntary standards are expected to be released late this year or early next year.

In the past, press manufacturers have incorporated the ASI recommendations into their press designs. ☐

Flexo user group takes shape

The use of flexography at newspapers has spawned yet another technical organization: the flexography users group.

The group is still very much in its infancy, said Andrew C. Harteveld, manager of the downtown plant of The Washington Post. "The group is limited to newspapers and other printers who have made an *investment* toward printing flexographically on newsprint," he said.

Unlike other users groups, whose common ground is usually a specific product line, this one includes newspapers using presses produced by a variety of manufacturers. It also includes users of letterpress presses converted to flexography.

George Cashau, ANPA director/ technical research, said the group's aim is to coordinate research among ink, plate, blanket and anilox roller makers.

"We want to make sure all the research is pointed in the right direction," says Cashau, who is serving as the group's informal information coordinator. "The platemakers should know what the ink manufacturers are doing and vice versa."

Participants in the users group stress the fact that the organization is an informal one at the present time, and that there are no plans as yet to create a more formal one. ☐

TECHNOLOGY NOTES

- The Daily Telegraph of London has contracted for the purchase of eight specially designed **Goss Headliner Offset presses**, consisting of a total of 48 units.

The presses will use re-engineered arches between the units, advanced versions of reel-tension-pasters and a custom-designed press control system.

- Publishers Equipment Corp. of Dallas, a press manufacturing and conversion firm, and Solna Offset of Sweden, parent of Solna Inc., a manufacturer of single-width web offset presses, have signed a letter of intent to **merge portions of their operations**.

Under the agreement, which is scheduled to be concluded May 31, Solna will sell its King Press manufacturing subsidiary for 750,000 shares, or 23 percent, of PEC common stock. PEC will market the King Press line of single-width offset newspaper presses along with its own Eagle 3-Color double-width offset unit.

Equipment for sale

Two PC-13 Logeflo processors, excellent condition and working well. Contact J. Ernest Murica, Muncie Newspapers Inc., P.O. Box 2408, Muncie, Ind. 47302; (317) 747-5775.

Hendrix 5700 system with EDS controller and three terminals and three Decitek tape holders. As a package, $2,500; terminals sold separately, $300 each. Also, two facet tape feeders, $250 each; ECRM auto reader with screen, $5,000; 35 various film strips for Computape II; 13 various film strips for Unisetter. Contact Carol Alagero, Century Newspapers, 3 Church St., Winchester, Mass. 01890; (617) 729-8100.

Shaffstall magnetic disc system; two MDS 20A read units and two MDS 60 wire record units, $1,000 per unit; three Harris 1100 editing terminals with dual readers, $2,500 per unit. All in good condition and used daily until new system was installed. Contact William Fisher, The Herald-Palladium, P.O. Box 128, St. Joseph, Mich. 49085; (616) 429-2400.

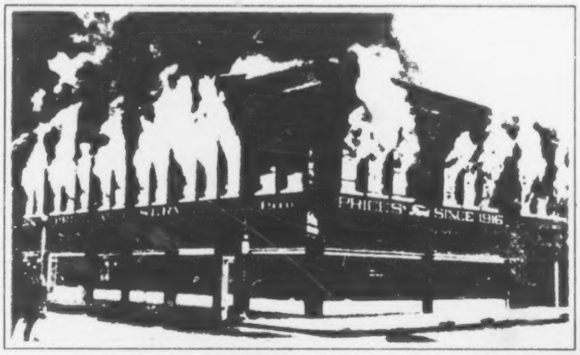
Nine brand new spare boards for AKI PCI-100 keyboards (including one character display), all in original box. Also, original parts for Fairchild green or tan tape perforators. Contact James A. Murphy, The Pocono Record, 511 Lenox St., Stroudsburg, Pa. 18360; (717) 421-3000.

Bell & Howell Microx microfiche, instant image recording system. Complete, unused, still crated. Installation and service available from Bell & Howell; 35 percent off. Contact Purchasing, The Washington Times, 3600 New York Ave. NE, Washington, D.C. 20002; (202) 636-3068.

Equipment wanted

The World Press Freedom Committee seeks used newspaper equipment for newspapers in developing nations. For further information, contact George Beebe, vice chairman, projects, WPFC, 1 Herald Plaza, Miami, Fla. 33101; (305) 350-2401.

Editor's note: Exchange notices are published without charge as a service to ANPA member newspapers.



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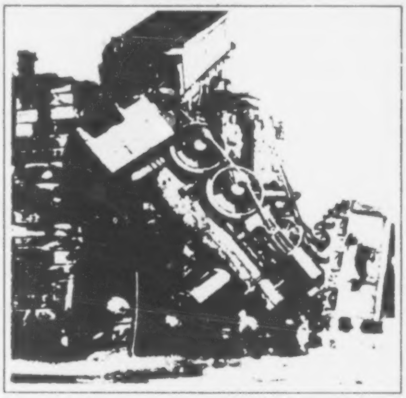
Water!
Oops!



Can the front-end system you're thinking about stand up to these tests?

First they heard the rumble. Then they felt it. The next thing they knew, a 6,000 lb. press was dancing on the floor, not 10 feet in front of the *Coalinga Record's* pressmen.

When the 45-second earthquake was over, it looked like Rocky and Mr. T had been having a free-for-all in the *Record's* entire building. Desks were overturned and equipment was strewn all over the newsroom. The quake, measuring 6.5 on the Richter scale and the fifth largest in California history, turned the *Record* into a heap of twisted metal and splintered lumber.

That's when *Record* employees realized just how good their Mycro-Comp™ Front-end System really was. After they dug their VDTs out of the rubble, they dusted them off...plugged them in...and everything worked...

Four-alarm Fire

The Mycro-Comp System also survived disaster at the *Kaukauna Times* when a four-alarm fire destroyed more than 40 percent of the building. After rewiring the system and cleaning off the moisture and soot, the system was working and the paper was publishing.

If that isn't enough, we even survived the "water test" at the *McComb Enterprise Journal* when broken water pipes dumped hundreds of gallons of water on everything.

And then there's the one about the traveling salesman

No kidding....He dropped his demo unit as he unloaded it from his car (right in front of the prospective buyer). He picked it up, took it inside, plugged it in. And...you guessed it...it worked. The client bought the system that day.

We knew it was a good system when we designed it...but sometimes it even surprises us. All systems test in the factory...but the Mycro-Comp System has stood the test of time ...fire...water...and oops.

Let us show you our easy to own, easy to use, easy to fix (when it needs it) Mycro-Comp Front-end System. Call or write us today.

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Mycro-Comp Newspaper Systems·Magnificent Machines from Mycro-Tek.

Bar codes studied for newsprint

Newspapers and newsprint manufacturers are trying to develop standards for the use of bar codes to identify newsprint rolls.

The Joint Standing Committee of ANPA and the Canadian Pulp and Paper Association Technical Section has made recommendations on standardizing bar codes for newsprint inventory control, but the industrywide application of the standards is far from a reality.

Disparate opinions exist on what information should be included in the bar codes and on how that information will be used. There is little disagreement, though, that standardized bar codes hold the promise of automating newsprint inventory controls at newspapers and at the vast majority of mills that have not yet introduced the codes.

Bar codes are a binary system of labeling products for computer scanning. Black bars of varying widths and separated by white spaces are printed on a label. As they are scanned, the coded bars and spaces are translated into characters and numbers. They are most commonly used in supermarkets as a means to control inventory and to price items for an automatic cashier register.

The idea of using bar codes on newsprint rolls has been discussed by newspapers and mills for at least five years. Some mills have contributed to the interest by using bar codes on rolls for their own internal inventory control, according to Robert A. Joss, a CPPA official. The practice led some newspaper executives to wonder why the application couldn't be extended to newspaper inventory control.

"At this point," says William Metzfield, president of Gannett Supply Corp., "there are a lot of newspaper people who are looking at bar codes."

In 1980, the Joint Standing Committee, recognizing that the information contained within the bar codes would be most helpful if it was universal in application, recommended the use of the "Code 39" alphanumeric coding system—the one now in use by those North American newsprint mills that have adopted bar codes. It also recommended that bar codes be uniform; for example, by identifying the manufacturer in the first bar position, the mill location in the second, etc.

"If we didn't do something about standardization," says Fred E. Masterman, product manager at MacMillan Bloedel Ltd., "we would have had a babble of various systems."

Despite the committee's endeavor to guide the standardization process, problems have arisen.

Some older mills are reluctant to make the substantial capital investment to institute bar coding. Newspapers and mills can't agree on what information the bar codes should contain or on how the information would be used if a bar code standard is instituted.

"We can't have different standards for different customers," says CPPA's Joss.

While some mills are content simply with sharing bar-code data on manufacturer and mill identity, some newspapers believe that bar codes should also contain data on roll number, roll weight, basis weight, brightness, smoothness, newsprint machine identity and date of manufacture. But the more bar code positions used by the mills for their own inventory control needs, the fewer code spaces are available to provide information the newspapers want. *—Paul Kruglinski*

Unions return to work

Members of two unions complied with an order by the British Columbia Labor Relations Board to return to work at four newsprint mills.

The order, which declared illegal a strike by the Canadian Paperworkers Union and the Pulp, Paper & Woodworkers of Canada, followed government action to end a two-month lockout by the companies [presstime, April 1984, p. 68].

Workers returned to their jobs April 10 and were to vote on a "final" contract offer by the companies.

In the United States, negotiations continue between the United Paperworkers International Union and Augusta Newsprint Co. in Augusta, Ga. The UPIU had rejected a company offer March 30. Meanwhile, agendas were exchanged between the UPIU and Bowater Southern Corp., Calhoun, Tenn. ☐

1983 Waste Report

Newsprint Waste Report—1983, ANPA's annual report on newsprint consumption, was published in April.

The report is a compilation of quarterly surveys from about 500 papers that participate in the reporting program on the amount of newsprint wasted in newspaper production.

Copies have been distributed to ANPA-member newspapers. Additional copies are available from Jim Walsh at The Newspaper Center. ☐

Seminar planned

A Newsprint Seminar is being planned for next year in Chicago. The Oct. 10-11, 1985, seminar at the Hyatt Regency O'Hare will be the third of its kind sponsored by ANPA and the Technical Section of the Canadian Pulp and Paper Association.

Complete details will be carried in future issues of presstime. ☐

NEWSPRINT NOTES

- Abitibi-Price Inc. will **raise its newsprint price** for U.S. and Canadian customers July 1. The U.S. price will increase from $500 to $535 a metric ton, as will the price of many other producers [presstime, April 1984, p. 68]. The price in Canada will rise by $45 to $585 (Canadian) per ton.

- Southwest Forest Industries and Morgan Stanley & Co. Inc., a New York-based investment firm, announced an agreement in principle whereby **Southwest will be acquired** by a group of investors organized by Morgan Stanley and led by W. A. Franke, Southwest's chief executive officer.

Southwest valued the entire transaction at $650 million and said the owners would be Morgan Stanley, Franke, other senior Southwest Forest executives and certain financial institutions. The buyout is subject to shareholder and other approvals.

- Bowater Corp. announced it will ask shareholders to approve a plan in which its North American companies, comprising pulp and paper operations and most developmental activities, will be **spun off to form Bowater Inc.**—an independent firm based in the United States.

The British unit, Bowater Industries, would oversee Bowater's remaining operations.

- St. Regis Corp. said it **bought back** the 8.6-percent bloc of its stock acquired in February by an investor group led by a British financier. The company said it did so to ensure that it would not be the target of a takeover attempt.

Consumption continues upward trend

The estimated newsprint consumption of all users in the United States increased 9 percent for the first quarter of 1984 compared with the same period in 1983. March consumption increased 7.3 percent over March 1983.

For U.S. daily newspapers, consumption rose 5.4 percent in the quarter from the 1983 level. In March, it was up 4.2 percent compared with March of last year.

At the end of March, newsprint inventories of ANPA-member newspapers in the statistical sample totaled 39 days, down from 45 days a year earlier. Stocks of North American mills the end of March were about one-fourth below March 1983 levels.

The March operating rate for Canadian mills was 79 percent. At U.S. mills, it was 95.3 percent.

Shipments from Canadian mills for the first three months of the year were up 7 percent over the same period of 1983, although Canadian export shipments were down 1.2 percent. Shipments to the United States increased 7.7 percent.

Shipments from U.S. mills were up 14.9 percent for the same period, and export shipments were up 7.5 percent.

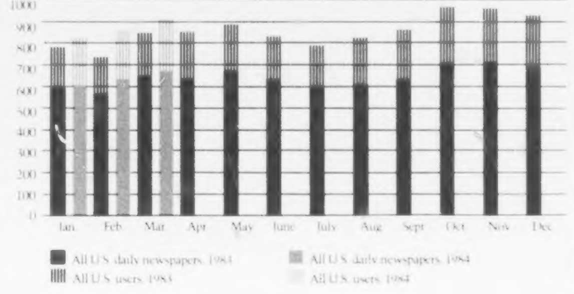
Combined figures for shipments from North American mills were up 9.9 percent for the three-month period. The North American mills shipments for March 1984 were 1.127 million metric tons, compared to 1.068 million in March of last year.

Estimated consumption of all U.S. daily newspapers[1]

Region	February 1984	February 1983	% Change
Northeast	158,397	143,748	+10.2
North Central	132,912	123,137	+7.9
South	211,528	187,470	+12.8
West	143,797	130,796	+9.9
Circulation size			
up to 25,000	43,695	46,862	-6.3
25,001-100,000	115,230	111,630	+3.2
Over 100,000	487,509	426,659	+14.3
February totals	646,634(r)	585,151	+10.5(r)
Two-month totals	1,271,463(r)	1,198,903	+6.0(r)
Region	**March 1984**	**March 1983**	**% Change**
Northeast	168,294	163,791	+2.7
North Central	144,936	143,804	+0.8
South	229,731	216,684	+6.0
West	154,354	144,797	+6.6
Circulation size			
up to 25,000	46,521	57,726	-19.4
25,001-100,000	123,622	127,779	-3.3
Over 100,000	527,172	483,571	+9.0
March totals	697,315(p)	669,076	+4.2(p)
Three-month totals	1,968,778(p)	1,867,979	+5.4(p)

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
January 1984	785,368	36	6
January 1983	800,663	40	5
February 1984	808,210(r)	36(r)	6
February 1983	822,869	40	6
March 1984	787,149(p)	34(p)	5(p)
March 1983	804,829	40	5
Canadian mills			
March 1984	328,950	--	--
March 1983	388,953	--	--
U.S. mills			
March 1984	81,825	--	--
March 1983	159,417	--	--



Estimated newsprint consumption, 1983-84 (thousands of metric tons)

Estimated consumption of all U.S. users

	1984	1983	% Change
January totals	847,000(r)	804,000	+5.3(r)
February totals	879,000(r)	764,000	+15.0(r)
March totals	939,000(p)	875,000	+7.3(p)
Three-month totals	2,665,000(p)	2,444,000	+9.0(p)

Production

	Canada	U.S.A.	North America
March 1984	665,611	433,935	1,099,546
March 1983	680,284	406,194	1,086,478
Increase	-14,673 -2.2%	+27,741 +6.8%	+13,068 +1.2%
Three months 1984	2,044,315	1,260,959	3,305,274
Three months 1983	2,018,716	1,187,302	3,206,018
Increase	+25,599 +1.3%	+73,657 +6.2%	+99,256 +3.1%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
March 1984	469,868	92,457	111,271	673,596
March 1983	469,522	80,132	124,745	674,399
Three months 1984	1,468,062	248,784	301,502	2,018,348
Three months 1983	1,362,997	218,004	305,062	1,886,063
Increase or decrease	+105,065 +7.7%	+30,780 +14.1%	-3,560 -1.2%	+132,285 +7.0%
From U.S. mills				
March 1984	433,096	----	20,653	453,749
March 1983	374,010	----	20,116	394,126
Three months 1984	1,221,000	----	58,840	1,279,840
Three months 1983	1,059,562	----	54,732	1,114,294
Increase or decrease	+161,438 +15.2%	---- ----	+4,108 +7.5%	+165,546 +14.9%
From North American mills				
March 1984	902,964	92,457	131,924	1,127,345
March 1983	843,532	80,132	144,861	1,068,525
Three months 1984	2,689,062	248,784	360,342	3,298,188
Three months 1983	2,422,559	218,004	359,794	3,000,357
Increase or decrease	+266,503 +11.0%	+30,780 +14.1%	+548 +0.2%	+297,831 +9.9%

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[1] Based on stratified data from ANPA-member newspapers in statistical sample figures in this and other tables in metric tons

[2] Represents stocks of ANPA-member newspapers in statistical sample
(r) = revised (p) = preliminary

Workers still eyeing their VDTs

As some employees continue to question the safety of video display terminals, and employers continue to insist they are no more dangerous than a television set, arbitrators are being called upon to answer fundamental questions involving their use.

To date, there have been three such instances at newspapers—one in 1978, in which an arbitrator found that VDT use was not associated with the formation of cataracts, and two this year, in which arbitrators upheld management's right to insist that reporters write their stories on VDTs despite fears the machines might pose a personal safety hazard.

The award six years ago, which involved two copy editors of The New York Times, has been cited repeatedly in labor-management circles ever since.

Now there are two others to talk about. Both involve The Province of Vancouver, British Columbia, and reporters represented by Local 115 of The Newspaper Guild.

In one, a reporter with a congenital eye disorder balked at having to write stories on the video screen. In the other, a pregnant reporter was concerned that her VDT could be emitting radiation that might endanger the fetus.

The award in the eyesight-related case was made March 2 by Arbitrator Bruce H. McColl. It involved Tom Koch, a 34-year-old general assignment reporter who has strabismus, a condition in which the eyes cannot be focused on the same point at the same time.

Some years before joining The Province in 1979, he had undergone eye surgery to correct the disability, but it was not altogether successful. Until 1982, however, Koch was able to work with no complaints that the eye condition interfered with his work on VDTs.

After a leave of absence to attend the University of Hawaii, Koch said he began to notice a greater problem with his eyes. He said he was experiencing more frequent headaches and more blurriness.

He consulted an ophthalmologist who was engaged in a study on the effect of VDTs on their users. The doctor suggested that the reporter rest his eyes for a month.

When Koch suggested to management that he be relieved of working on a VDT, he was advised to go on paid sick leave until his eyesight situation improved. Koch replied that he was not sick and was prepared to carry out his assignments. In late 1982, he agreed under protest to continue working on VDTs.

In June 1983, the reporter underwent eye surgery for the second time. He returned to work briefly in July but refused to work on a terminal. He was told to take additional sick leave until he was able to work on one, or to consider alternate work at the newspaper. He refused both suggestions, saying that working on a VDT was not part of his job.

Koch's eye surgeon said in a July 29, 1983, report that "it will do his eye no harm to work full-time on display terminals but it may still be uncomfortable."

Another eye doctor testified in the arbitration hearing that "there is no reason to believe that given proper environment, the use of VDTs creates greater subjective or objective complaints regarding eye problems than in any other occupation where there is the same degree of eye work."

"While the use of VDTs neither caused nor aggravated his ailment," Arbitrator McColl noted, "it did contribute to some of the subjective symptoms of the ailment."

Koch contended that the company had acted arbitrarily, discriminatorily and in "bad faith" in refusing his request, and that the company could not require him to work on VDTs.

Koch was not able to work in the summer of 1983 because of post-operative complications, McColl found.

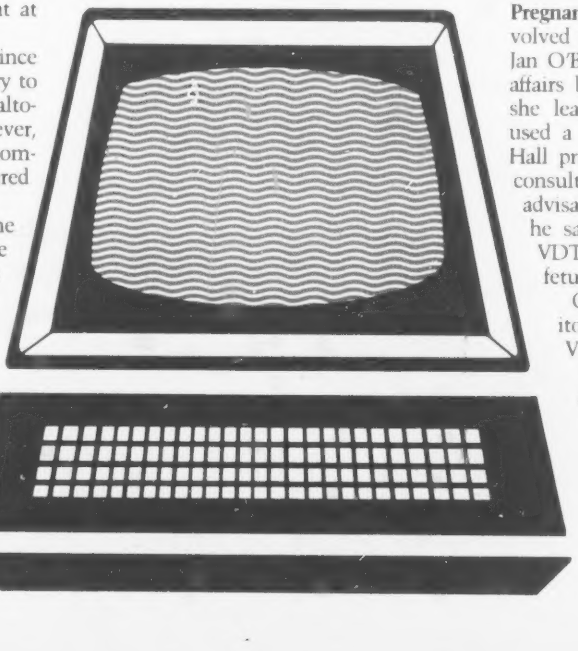
"He said he was not ill and so did not consider taking sick leave," the arbiter noted. "In doing so he has placed an exceedingly restrictive interpretation on the word 'sick.' The use of one's eyes for a general assignment reporter is an important element in the requirement to observe and report. A temporary disability relating to eyesight in respect to a person who is required to observe in order to fulfill his duties, particularly where it is supported by medical evidence, would certainly enable the employee to make a claim for sick leave."

McColl noted that the ophthalmologist had recommended avoidance of concentrated visual work for a month. "How this could be done and have the grievor remain a reporter, even assuming him not to be working on VDTs, I cannot imagine," McColl said.

He said Koch's refusal to consider alternate work "exonerated the employer from having to further consider the grievor's case."

The arbiter concluded that the company's conduct "was to the greater part encouraged by the grievor's own conduct" and dismissed the complaint.

Koch resigned from the newspaper after receiving the decision.



Pregnant worker's fear. The reporter involved in the other Vancouver case was Jan O'Brien, who covered the municipal affairs beat. Until last September, when she learned she was pregnant, O'Brien used a terminal in the Vancouver City Hall press room to file her stories. She consulted with her physician about the advisability of continuing to do so, and he said he could not assure her that VDT use would be harmless to the fetus.

O'Brien then conferred with an editor about alternatives to using the VDT.

The company and the union had agreed earlier that any pregnant worker who did not want to work on a VDT would be given the option of transferring to another position at the same rate of pay for the term of the pregnancy.

O'Brien suggested that she be allowed to dictate by telephone or to write using a typewriter, which would require members of the International Typographical Union to re-keyboard her stories into the computer system.

Pacific Press Ltd., which publishes The Province and its afternoon sister paper, The Sun, has a history of jurisdictional disputes between the ITU and the Guild. Rather than bring the ITU into the picture, the company gave O'Brien the choice of either wearing a lead apron as a radiation shield or moving to a job that did not require use of VDTs.

Under protest, O'Brien transferred to a research job, and the Guild filed the grievance charging not only that O'Brien had been discriminated against, but also that the company's action was unreasonable and an abuse of management's discretion under terms of the labor agreement.

In his award issued Jan. 23, Arbitrator Gabriel M. Somjen took note of O'Brien's concern about the possible effects of very low frequency and extra low frequency radiation on her unborn child, and of her stated willingness to use the VDT at City Hall if it were "properly tested" and shielded. But Somjen said equipment to test for such electromagnetic radiation was not available.

Also, he said, because no standards of acceptable emissions of such radiation have been published, "it is hard to determine whether the results of these tests would have been reassuring" to her. He observed that the company was prepared to accept such testing and shielding "provided that some universal standard could be achieved so that different standards would not have to be met in the case of each individual employee."

Somjen said that O'Brien's refusal to work on VDTs without assurances as to their safety was "reasonable" because of reports that "leave some doubt" as to the safety of VDTs for pregnant users. There have been articles, he pointed out, "which would lead the reader to conclude that while there has not yet been demonstrated a causal link between VDTs and prenatal difficulties, neither has it been shown conclusively that VDTs are harmless to unborn children."

At the same time, Somjen said the company also "acted reasonably" by agreeing that any pregnant user could refuse to use the machines and transfer to another job with no loss of pay.

He concluded that the company had not discriminated against O'Brien "in any way"—that she had been given the same degree of consideration and accommodation afforded other pregnant employees.

"It may appear to Ms. O'Brien that the employer was being unduly harsh to her, but in the end, I can only find that the employer has acted reasonably, although firmly, in refusing to allow Ms. O'Brien or any other reporter to regularly file copy by telephone rather than by using available . . . terminals," Somjen said.

Pacific Press is owned by Southam Inc. of Toronto, and several of the papers in the group have installed metal shields inside the back of their VDTs as a precaution against employee exposure to radiation.

Another Southam daily, The Sault Star in Sault Ste. Marie, Ontario, is in the process of doing so. Publisher W.R. Dane says a consultant's report on radiation tests at the newspaper indicated the terminals emitted negligible amounts of ionizing and non-ionizing radiation.

A recent report of the Connecticut Academy of Science and Engineering found no radiation or eye disease problem related to VDT usage. "At present . . . there is no supporting evidence to show that permanent ocular damage does occur from VDT use," concluded the academy's report. The state enacted legislation last year that required the academy to conduct the study of VDT health effects [presstime, July 1983, p. 27]. —*Clark Newsom*

Fired for obscene messages

A trial court judge has ruled that The Calgary (Alberta) Herald properly fired an editorial employee for sending anonymous obscene messages through the daily's computer system.

Jim Wilson, a systems editor responsible for liaison with the data processing department, had sued the newspaper's owner, Southam Inc., for wrongful dismissal. He denied having anything to do with the messages, which had been programmed to appear on the screen of the city editor's video display terminal.

Managing Editor Kevin Peterson said the first obscene message came to his attention in July 1980. He said he "killed" between 30 and 50 messages between then and December 1980. Wilson was fired Jan. 5, 1981. He was suspected because the messages began appearing about the time his wife, a consumer affairs reporter, left the newspaper to teach journalism after a disagreement with the city editor. She testified that the city editor had nothing to do with her leaving the newspaper.

Justice Russell Dixon of the Court of Queen's Bench ruled for the newspaper March 30 after a nine-day trial. He said he "totally" disbelieved Wilson's testimony and called the messages "nefarious" and "filth." He found it unnecessary to hear the closing argument of Southam's lawyer. Wilson had the "computer smarts, the opportunity and the motivation" to send the messages, Dixon said.

In losing, Wilson, who now works for a Calgary engineering firm, must pay part of the newspaper's court costs. The Southam attorney said that would amount to more than $5,000. ☐

Seminar open

Registration is still open for a June 8-9 labor relations and technology seminar preceding the ANPA Operations Management Conference & Exposition in Atlanta. The seminar at the Georgia World Congress Center will examine the impact of new technologies on personnel.

For more information, contact Charles Cole, ANPA manager/labor relations, at The Newpaper Center.

Herald & Review

Gary Minich of the Herald & Review in Decatur, Ill., "test-sits" a backless chair—designed to alleviate back pain—as he works at a VDT. Reactions from staff were mixed, and the paper did not purchase the chair.

Pension act upheld

The International Typographical Union Negotiated Pension Plan will retain more than $500,000 paid to it by the defunct Washington Star as liability for withdrawing from the plan, according to a recent ruling by the U.S. Court of Appeals, District of Columbia Circuit.

At issue was the constitutionality of the Multiemployer Pension Plan Amendments Act of 1980, which the court upheld.

Multiemployer plans are maintained pursuant to one or more collective bargaining agreements covering the employees of two or more employers. About 250 daily newspapers contribute to the ITU Negotiated Pension Plan, which was created in 1966.

The Star, owned by Time Inc., was a party to a labor agreement with Columbia Typographical Union No. 101 that required contributions to the pension plan for ITU-represented composing room employees. Time closed the paper Aug. 7, 1981. Subsequently, the administrator of the ITU Negotiated Pension Plan notified the Star that it was required under the MPPAA to pay withdrawal liability totaling $525,987.

In 1982, after making payments to the plan, the company advised the administrator that it considered the MPPAA unconstitutional and commenced the lawsuit. The company contended that the act's withdrawal liability provisions violated the due-process guarantees of the Fifth Amendment and the jury trial guarantee of the Seventh Amendment.

The U.S. District Court for the District of Columbia ruled Feb. 9, 1983, that the withdrawal liability provisions were constitutional. The court of appeals' March 27 ruling upheld the lower court. The company did not appeal the decision.

Subsequent to the Washington Star situation, the withdrawal liability for employers was eliminated because of a favorable investment experience [presstime, April 1984, p. 62].

(The Washington Star Co. v. International Typographical Union Negotiated Pension Plan, CA DC No. 83-1313)

Additional arbitration awards

Elgin (Ill.) Daily Courier-News, ITU: David L. Beckman upheld the layoff of two composing room employees for economic reasons.

Houston Post, ITU: Harry L. Johnson ruled that the company did not violate the labor agreement when it refused to hire a mailer who had been fired by the Houston Chronicle.

Lebanon (Pa.) Daily News, ITU: Lawrence T. Holden Jr. found that the newspaper improperly laid off a composing room employee and directed that he be reinstated with back pay less outside earnings.

Little Rock (Ark.) Arkansas Gazette, ITU: Ralph C. Hon ruled that the newspaper properly refused to hire a substitute printer.

Monessen (Pa.) Valley Independent, Guild: Edward R. McDaniel found that the newsaper did not violate the labor agreement by assigning photographic work to reporters.

New York Daily News, Guild: Maurice C. Benewitz upheld the lateral transfer of an editorial employee, finding that management has the "unfettered" right to make such transfers.

San Francisco Newspaper Agency, Guild: Daniel J. Dykstra ruled that the company violated the labor agreement by denying a classified advertising telephone salesman salary credit for his prior work experience with another employer.

Seattle Times, Guild: Zane Lumbley found that a promotion department employee was required to join the union under a "Guild shop" provision in the labor agreement.

Tacoma (Wash.) News Tribune, Guild: Eaton H. Conant upheld the union's position that editorial page makeup work should be performed by a member of the bargaining unit.

Terre Haute (Ind.) Tribune-Star, ITU: Marshall J. Seidman sustained the dismissal of a journeyman printer for incompetence after progressive discipline failed to accomplish an improvement in his work.

(Full texts are available from the ANPA Labor and Personnel Relations Department at The Newspaper Center.)

Growth of 'fringes' continues

Employee benefits, sometimes referred to as "fringe" benefits, amounted to more than one-third of payroll dollars in 1982, according to the U.S. Chamber of Commerce.

The average benefit payment in the private sector in 1982 was 36.7 percent of payroll, $3.52 per payroll hour and $7,187 per year per employee. For the printing and publishing industry, the averages were 36.5 percent of payroll, $3.61 per payroll hour and $7,216 per year.

The 36.7 percent of payroll average for all business was broken down as 9.5 percent for legally required payments (employers' shares only) such as Social Security, unemployment insurance and workers' compensation; 13.1 percent for pension, insurance and other agreed-upon payments (employers' share only); 2.8 percent for paid rest periods, lunch periods, etc.; 9.1 percent for vacations, holidays, sick leave, etc.; and 2.2 percent for profit-sharing, bonuses, etc.

Although the 1982 benefits cost average of 36.7 percent of payroll was less than the 37.3 percent for 1981, it still represented an increase in dollars over the previous 12 months when benefits averaged $6,627 per worker, the report said.

The chamber's annual survey is generally limited to hourly-rated workers whose pay varies with the number of hours worked. Questionnaires for the 1983 survey were mailed last February. More than 1,500 employers participated in the 1982 survey.

Canadian settlement

The Canadian Press has reached agreement with the Wire Service Guild on a new two-year labor contract. Members of the union ratified the contract 135-86 in voting April 10 and 11.

The union represents about 350 editorial and office employees at the news agency and its broadcast affiliate. The previous agreement expired Dec. 31, 1983, and the new contract is retroactive to Jan. 1, 1984.

The agreement calls for a 6-percent increase Jan. 1, 1984, and a 5-percent increase Jan. 1, 1985. The minimum weekly rate for a reporter-editor with five years' experience is $663.34 in the first year and $696.51 in the second.

Court sustains NLRB doctrine

The action of an individual employee who refused to drive a truck he felt was unsafe was "concerted activity" protected by the Taft-Hartley Act, the U.S. Supreme Court recently ruled.

The court's 5-4 decision upheld the validity of the National Labor Relations Board's so-called "Interboro doctrine," named after a case in which the board held that an employee acting alone to enforce the provisions of a labor agreement is engaged in concerted activity and that retaliation against the worker is an unfair labor practice.

The case, *NLRB v. City Disposal Systems Inc.*, stemmed from a worker's refusal to drive a truck at the Detroit trash hauling firm because he believed the brakes were defective. After refusing a supervisor's order to take the truck out, the employee left work and the company declared he had voluntarily quit. When his union, the Teamsters, refused to pursue his "discharge" grievance, he went to the NLRB.

The board ruled against the company, but the 6th U.S. Circuit Court of Appeals found that an individual cannot "act in concert with himself" and refused to enforce the board's order directing that he be reinstated to his job.

The Supreme Court agreed with the NLRB that an employee who asserts a right embodied in a labor agreement is engaged in "concerted" activity because the agreement itself is the product of group activity. The union contract involved in the case stated that the company would not require employees "to take out on the streets or highways any vehicle that is not in safe operating condition."

The court noted that concerted activity is not always protected. For example, the court said, a worker who acts in a particularly "abusive manner" may forfeit the protections of the act.

"From the direction the courts are going," said John B. Jaske, Gannett Co. Inc. vice president of labor relations and assistant general counsel, "virtually any complaint an employee makes about terms and conditions of employment will be found concerted activity."

The AFL-CIO, which filed a brief in the case supporting the NLRB, hailed the decision.

Arbiter reinstates reporter

A reporter at The Knoxville (Tenn.) News-Sentinel is back on the job as the result of an arbitrator's decision.

Jacqueline B. McClary was fired last year for taking a seat on a school board in a nearby town. The newspaper has a written policy against "participation of an employee in any political activity that could raise questions as to the newspaper's objectivity" [presstime, July 1983, p. 51].

Arbitrator Clair V. Duff, a Pittsburgh attorney, upheld the Knoxville Newspaper Guild by directing that McClary be reinstated to her job with back pay. He said the company acted unreasonably when it gave her the choice of either resigning from her job or stepping down from the Alcoa School Board.

Duff said it would be "farfetched" to connect her activities as a school board member with any questions by the public as to the newspaper's objectivity, noting that in recent years the newspaper has relied on stringers for its coverage of the board.

The arbiter noted that other employees had engaged in political activity with the "full approval and consent" of the editor. While the company's policy was "reasonable," he said, the refusal to give McClary "equal freedom" constituted "disparity of treatment," which was "unjust."

Recent contract settlements

Atlanta Journal and Constitution, ITU: Ten-year agreement covering composing room employees; retroactive to Oct. 1, 1983.

Columbus (Ohio) Dispatch, Guild: Three-year agreement covering circulation department employees; retroactive to Jan. 1, 1984.

Denver Post, ITU: Five-year agreement covering mailroom employees; retroactive to May 1, 1982.

Indianapolis Star and News, GCIU: Five-year agreement covering pressmen and paper handlers; retroactive to June 1, 1983.

Seattle Post-Intelligencer, Guild: Three-year agreement covering editorial and business office employees; retroactive to July 22, 1983.

Seattle Times, GCIU: Three-year agreement covering pressroom employees; retroactive to Sept. 1, 1983.

Seattle Times, ITU: Three-year agreement covering composing room employees; retroactive to Aug. 16, 1983.

Toronto Star, Guild: Two-year agreement covering advertising, business office, circulation and editorial employees; retroactive to Aug. 1, 1983.

(Details in April and May 1984 ANPA Labor & Personnel Relations Letters.)

Daily appeals disclosure case

The Detroit News is appealing to the NLRB an administrative law judge's recommendation that it be ordered to provide Local 22 of The Newspaper Guild with the salaries of each member of the bargaining unit.

The case arose when columnist Peter Waldmeir requested the company not to report his salary to the union. The company complied with his request.

Judge Walter J. Alprin said that an employer's obligation to bargain in good faith includes the duty to furnish relevant information upon request.

Alprin said that even though Waldmeir is "the superstar" of the newspaper's columnists and reporters, and the highest paid, the company must comply with the right of the union to know his salary.

(The Detroit News, a Division of The Evening News Association, and Local 22, The Newspaper Guild, JD-38-84)

Weekend walkout

The New York Post "barely missed a beat" in publishing during a two-day strike by Local 3 of The Newspaper Guild, said Editorial Manager Peter Faris.

The strike began Saturday, March 31, when the labor agreement expired, and ended Monday, April 2, when Guild members ratified a new three-year contract. Saturday editions were printed before the walkout. The Post does not publish a Sunday paper. It missed the first four of its eight editions on Monday.

Vancouver papers shuttered

A strike that began March 28 in Vancouver, British Columbia, resulted in the first situation since 1978 in which a major North American city was left without its own daily newspapers.

Members of three locals of the Graphic Communications International Union, representing pressmen, drivers and photoengravers, and two locals of the International Typographical Union, representing printers and mailers, walked out at Pacific Press Ltd., the company that publishes the morning tabloid Province (circulation 142,894) and the evening Sun (230,423), in a dispute over new contracts. Pacific Press is owned by the Toronto-based Southam Inc. group.

The Province

The Sun

A local of The Newspaper Guild, which represents more than 900 non-production workers, joined the strike April 11. Its members had been observing the other unions' picket lines from the beginning. The craft unions, which represent about 400 employees, expelled the Guild from the joint council of unions after the Guild applied for mediation services before the strike began. Under British Columbia labor law, the Guild could not legally strike while a mediator was at work. Guild members joined the picket lines after the mediator was unable to effect a settlement.

The suggestion that Southam would use the strike as an excuse to close the money-losing Province is "sheer nonsense," President Gordon Fisher told shareholders at the company's recent annual meeting. He said Southam would publish both papers "as long as we can do that with an adequate return on investment."

To fill the newspaper gap in Vancouver, the national edition of the Toronto-based Globe and Mail has increased its press run from 20,000 to 50,000 and established a British Columbia section.

On Vancouver Island, the all-day Times-Colonist in Victoria, which is owned by Thomson Newspapers Ltd. of Toronto, has not expanded its 74,564-circulation to the mainland. Labor agreements with five unions there expired Nov. 30, 1983, and a mediator is participating in negotiations. Strike and lockout notices have been exchanged.

Another Thomson paper, The Sudbury (Ontario) Star, has been shut down since Feb. 22 in a labor dispute with three unions [presstime, April 1984, p. 62]. A mediator has scheduled a May 2 meeting between the parties.

The last strike at Vancouver's Pacific Press began in November 1978 and shut down the newspapers for eight months. There were 30 North American strikes that year, which saw newspapers shut down in nine cities, including New York City and St. Louis.

NLRB elections

Antioch (Calif.) Daily Ledger, ITU: Composing and pressroom employees voted 11-4 against further representation by Bay Area Typographical Union No. 21.

(NLRB Case No. 32-RM-363)

Augusta (Maine) Kennebec Journal, ITU: Advertising, business office and editorial department employees voted 27-15 in favor of continued representation by Waterville Typographical Union No. 643. The employees had voted 38-9 to be represented by the union in a 1982 election.

(NLRB Case No. 1-RD-1325)

Bellevue (Wash.) Journal-American, Guild: In a rerun election, advertising, circulation, editorial and mailroom employees voted 75-29 in favor of representation by the Pacific Northwest Newspaper Guild. Results of an election conducted late last year, in which the employees voted 101-25 for the Guild, were set aside after an NLRB hearing officer upheld the company's objection to the union's improper offer to waive its initiation fee prior to the election [presstime, Jan. 1984, p. 53].

(NLRB Case No. 19-RC-10835)

NLRB, EEOC nominees

President Reagan has nominated Rosemary M. Collyer as general counsel to the NLRB replacing William A. Lubbers, a Carter administration appointee whose term expired April 24.

The 38-year-old attorney currently serves as chairman of the federal Mine Safety and Health Review Commission, which resolves disputes under the federal mine safety laws.

Collyer is expected to be confirmed by the Senate in light of her earlier confirmation for the mine safety post, but an AFL-CIO spokesman said the labor federation is "seriously concerned" about the nomination and "is studying whether she is worthy" of being the chief lawyer for the board.

Meanwhile, the Reagan administration has yet to announce its choice to fill the vacant NLRB seat of former member Howard Jenkins Jr., whose term expired Aug. 27, 1983.

In another appointment, Reagan named Fred W. Alvarez, a 35-year-old Albuquerque, N.M., attorney, to fill a Democratic vacancy on the five-member Equal Employment Opportunity Commission.

A Republican vacancy occurred April 16 when EEOC Vice Chairman Cathie A. Shattuck resigned.

Newspaper ordered to reinstate clerk

The National Labor Relations Board has ordered a California daily to offer reinstatement to an advertising department employee who was fired in 1981 for alleged poor job performance.

Adopting the recommendation of an administrative law judge in a case involving the San Luis Obispo County Telegram-Tribune, the board said that if Margaret Anderson's former job as a classified advertising copy control clerk no longer exists, or if no equivalent position is available, she is to be put on a preferential hiring list. The daily also was ordered to reimburse her for any loss of earnings and benefits.

The board agreed with the judge that Anderson's dismissal was unlawfully motivated by her organizing activities on behalf of an independent editorial union at the paper [presstime, June 1983, p. 30].

(Telegram-Tribune Co. and Telegram Tribune Editorial Employees Association, 268 NLRB No. 183)

Speeches

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

A Bill of Rights, and A Bill of Wrongs

Michael Gartner, president and editorial chairman, Des Moines Register and Tribune Co. Florida Bar annual Media Law Conference, Clearwater, Feb. 25.

Freedom of Information and the First Amendment—There Is a Difference

Donald B. Towles, vice president and director of public affairs, The Courier-Journal and The Louisville Times. Women in Communications Inc. regional conference, Louisville, March 23.

Accountability and the Press

David Shaw, media critic, Los Angeles Times. Citizen's Choice National Commission on Free and Responsible Media, Los Angeles, Jan. 18.

Content Doctrine and the Media

U.S. Sen. Bob Packwood (R-Ore.). Thomas Jefferson Award presentation, Lubbock, Texas, Feb. 24.

Cable Television and Broadcasting Legislation

U.S. Rep. John D. Dingell (D-Mich.). ANPA Telecommunications Committee meeting, Washington, D.C., March 20.

A Proposal to Eliminate the Inequities of Third-Class Postal Rates

W. Terry Maguire, ANPA vice president/general counsel. Texas Daily Newspaper Association annual meeting, Houston, March 27.

The Postal Service Is a Partner—Not a Competitor

William F. Bolger, U.S. postmaster general. National Newspaper Association Government Affairs Conference, Washington, D.C., March 9.

Goals and Challenges of the Postal Board of Governors

John R. McKean, chairman, U.S. Postal Service Board of Governors. ANPA Government Affairs Committee meeting, Washington, D.C., March 7.

Smog Alert: A Crisis in Broadcast Communications

Paul C. Harper Jr., chairman of the board and chief executive officer, Needham, Harper & Steers, New York City. AdCraft Club of Detroit, Southfield, Mich., March 6.

U.S. Challenges "New World Information Order" by Its Proposed Withdrawal from UNESCO

Susumu Ejiri, former managing director, Nihon Shinbun Kyokai. Shimbun Kenkyu (Journalism Research) publication, Feb. 1984.

Donald B. Towles

U.S. Sen. Bob Packwood

John R. McKean

Paul C. Harper Jr.

Circulation battle brews in St. Louis

Several months ago, St. Louis was on the verge of becoming a one-newspaper city. Instead, it's become a newspaper circulation battlefield.

On April 30, the born-again morning Globe-Democrat was scheduled to spin off a brand-new p.m. sister paper, the Evening News, filling the p.m. void created when the rival Post-Dispatch converted to the a.m. cycle. The Evening News' initial press run would be 100,000, according to Publisher Jeffrey M. Gluck.

It was Gluck who saved the Globe-Democrat from a scheduled death when he assumed ownership from Newhouse Newspapers Feb. 25 [presstime, April 1984, p. 71]. Two days after Gluck took control, the Globe-Democrat's fellow participant in a previous joint operating agreement, the Pulitzer Publishing Co.-owned Post-Dispatch, switched to morning publication.

Gluck said the Globe-Democrat experienced a "small decline" after head-to-head competition began, but he maintained it was because the Post-Dispatch "gave away subscriptions at 40 cents a week, while we tried to keep ours reasonable and profitable. They did it to gain a lead, but we're going to get back at them with our new afternoon paper." Gluck said it would be produced by 60 new editorial staffers and others "shared" from the existing Globe-Democrat staff.

Nicholas G. Penniman IV, the Post-Dispatch's new general manager, said his paper is aggressively promoting itself and is carrying out a long-planned effort to improve its product. He said he was not familiar with Gluck's complaint of a 40-cents-a-week subscription offer.

The Post-Dispatch has one introductory offer of 13 weeks for $13, Penniman said, and another "Breakfast on Us" promotion offering a two-ounce jar of instant coffee, a six-ounce can of frozen orange juice, an 11-ounce pop-open can of biscuits and 13 weeks of the daily Post-Dispatch for $14.50.

"We're doing the normal things we've been doing for 105 years to promote our paper," said Penniman.

Paid daily circulation for the Post-Dispatch during a recent week averaged 268,077 daily, an increase of 33,353 from the same week a year ago, the general manager said. Sunday circulation was 503,288, an increase of 34,591 from a year earlier, he added.

Gluck said he did not know the Globe-Democrat's paid figures, but he said the press run was 250,000.

Meanwhile, executives of both papers shrugged off implications of the March purchase by Ingersoll Publications of Lakeville, Conn., of 33 weekly newspapers published by Suburban Newspapers of Greater St. Louis.

"I'm busy worrying about daily papers," said Gluck. Penniman said that, counting USA Today, The New York Times, The Wall Street Journal and scores of weeklies and shoppers, "there are 135 newspapers issued or distributed in this market, but our circulation figures show that we are saying something to our readers."

Navajo Times goes daily

The Navajo Times of Window Rock, Ariz., is now being published five mornings a week, thus becoming the first American Indian daily newspaper.

Managing Editor Duane A. Beyal said the newspaper, owned by the Navajo Nation and formerly a weekly, has carried an average of 12 pages per edition since going daily March 20.

The editorial emphasis is on stories of interest to the Navajo tribe. The editorial staff consists of two reporters and two editors, with assistance from several freelance and part-time editorial workers. The new daily's plans call for establishing a Washington bureau.

Circulation in the early weeks of daily publication was about 6,000, mostly in single-copy sales.

Currently, the Times flies its camera-ready pages to a printing plant in Albuquerque, N.M. However, Beyal said the paper will get its own printing press next month, and it plans to install new front-end and typesetting systems.

According to Beyal, the Times also intends to produce zoned editions for the diverse areas of the Navajo reservation, located in parts of four states: Arizona, Utah, Colorado and New Mexico.

Facts book updates data on papers

Last year, U.S. dailies attracted more advertiser spending than ever before, morning papers widened the circulation gap over evening papers, and Sunday editions were at all-time high in both numbers and circulation. The record-breaking figures are documented in ANPA's just-released "Facts About Newspapers '84."

Total U.S. daily circulation rose in 1983 to 62,611,741, an increase of 124,564 copies per day. Although the booklet reports that the number of U.S. daily newspapers declined from 1,711 in 1982 to 1,699, the preliminary 1983 figure was adjusted to 1,701 in late April by the source of the data, staff of the *Editor & Publisher Year Book*.

For the second year in a row, circulation of U.S. morning newspapers was greater than that of evening newspapers, although p.m. papers outnumber a.m. papers by about 3 to 1. Circulation of morning papers rose by 396,155 copies daily to 33,570,242, while circulation of evening papers declined by 271,596 to 29,041,494.

According to the figures published in "Facts," the number of morning newspapers continued to increase, up by seven to 441. Also continuing a trend, the number of evening papers was down by 22 to 1,288.

Sunday circulation increased by 454,131 copies to 56,714,895. The number of U.S. Sunday newspapers set a record at 770, an increase of two from '82.

Advertising expenditures in U.S. dailies climbed by 16 percent over 1982 to $20.582 billion, about $4.4 billion more than the total for television, the closest competitor.

U.S. dailies increased their share of total advertising expenditures, from a revised 26.6 percent to 27.2 percent, while all other media lost share or stayed the same.

The booklet also contains facts about Canadian newspapers, including these: the number of Canadian dailies declined by one in 1983 to 115, advertising expenditures in Canadian dailies increased by $115 million to $1.245 billion, and Canadian dailies' share of advertising rose from 24.9 percent to 25.9 percent.

Additional copies of "Facts About Newspapers '84" are available from the ANPA Public Affairs Department at The Newspaper Center.

New financial daily debuts

A new national financial newspaper called Investor's Daily made its debut April 9 in more than a dozen cities including Los Angeles, its base of publication.

In another development in business reporting, The Financial Times of London said it intends to start publishing an edition in the United States by the fall.

Investor's Daily, which like The Wall Street Journal publishes Monday through Friday, contains stock and other financial tables as well as financial news and features from its own staff, the Associated Press, United Press International, Reuters and the New York Times News Service. Unlike The Wall Street Journal, the newcomer makes extensive use of graphics. "We think we can carve out our own niche," noted Stephen P. Fox, president and chief executive officer.

The publication has appeared at newsstands and in newsracks in Los Angeles, New York City, Honolulu, San Francisco, Sacramento, Portland, Seattle, Denver, Las Vegas, Reno, Phoenix, Tucson, Houston and Dallas. Fox said there soon will be satellite links to printing plants in the East.

Investor's Daily is owned by a holding company called Data Analysis Inc., which also has under its corporate umbrella William O'Neil & Co., a 20-year-old stock brokerage and securities research organization, and O'Neil Data Systems, a financial information service.

Meanwhile, The Financial Times, which is distributed throughout Europe but mainly in Britain, said it plans to offer same-day delivery in a number of "important business centers" in the United States.

Recent acquisitions

Home News Enterprises of Columbus, Ind., acquired the Monticello (Ind.) Herald-Journal, daily circulation 5,950.

Columbia City Publishing Co. acquired The Post & Mail of Columbia City, Ind., daily circulation 5,100.

Thomson Newspapers Inc., of Des Plaines, Ill., acquired The Daily Spectrum of St. George, Utah, daily circulation 12,000.

NEWSPAPER BUSINESS NOTES

- Five top officials of Harte-Hanks Communications Inc. have offered to buy the publicly held firm in a deal that could be worth nearly $1 billion, including assumption of debt and purchase of 22.4 million shares of stock outstanding. The "leveraged buyout" would **return the company to private ownership.** The San Antonio-based company said that by going private, it would be able to expand its operations without "the pressure for consistent and predictable quarterly earnings growth."

Officials also said the transaction would allow shareholders to "realize values in Harte-Hanks which we believe have not been recognized by the stock market for a long time."

- Columbia, Ky.-based Waggener-Walker Newspapers Inc. is **seeking protection from its creditors** under Chapter 11 of the federal bankruptcy code. The company publishes the 3,000-circulation Daily Statesman four days a week and 10 weeklies.

- Stockholders of Dow Jones & Co. Inc. approved a plan to issue a **new class of stock** that would ensure long-term control of the company by the Bancroft family, which owns about 56 percent of the firm. However, the plan will not be implemented until after disposition of a class-action suit filed by six shareholders charging that the stock idea is unfair to minority shareholders.

- The Canadian government has introduced in Parliament a bill to **amend the Combines Investigation Act**. The bill does not single out the media as an industry requiring special government attention. The government had announced earlier that it would introduce legislation to "modernize" the conspiracy, monopoly and merger provisions of the act [presstime, April 1984, p. 72].

- The Des Moines Register and Tribune Company said April 11 it would **pay dissident stockholders $1.45 million** as part of a proposed settlement of a 5-year-old lawsuit. The proposal would require the stockholders, mostly descendants of Harry S. Watts Sr., a former business manager of the company, to return 25,000 shares, 2 percent of the firm's stock.

Unchanged by the proposed settlement is a voting trust which keeps control of the company in the hands of a few corporate officials and members of the Cowles family, which also owns the company that publishes the Minneapolis Star and Tribune.

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LANDON

A Newspaper Sales & Marketing Company

Johnson announces selection of chairmen for Association's committees

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George W. Wilson

Keith R. Fuller

Robert C. Achorn

Katharine P. Darrow

Donald N. Soldwedel

Joseph M. Ungaro

W. Gilbert Faulk

Frank A. Bennack Jr.

Walter E. Mattson

Uzal Martz Jr.

Edward W. Estlow

William C. Marcil

Otto A. Silha

William Metzfield

Newly elected ANPA Chairman and President Richard J. V. Johnson has appointed the following chairmen and vice chairmen, respectively, of the Association's standing committees:

Convention Arrangements—Richard G. Capen, The Miami Herald; Joseph F. Barletta, San Francisco Newspaper Agency

Government Affairs—George W. Wilson, Concord (N.H.) Monitor; Robert F. Erburu, The Times Mirror Co., Los Angeles

Human Resources—Keith R. Fuller, McClatchy Newspapers, Sacramento; Joseph F. Barletta, San Francisco Newspaper Agency

Industry Affairs—Robert C. Achorn, Worcester (Mass.) Telegram and Evening Gazette; Virgil Fassio, Seattle Post-Intelligencer

Legal Affairs—Katharine P. Darrow, The New York Times Co.; James Spaniolo, Knight-Ridder Newspapers Inc., Miami

Newsprint and Transportation—Donald N. Soldwedel, Western Newspapers Inc., Yuma, Ariz.; William H. Cowles 3rd, The Spokesman-Review, Spokane

***Operations Management Conference & Exposition**—Joseph M. Ungaro, Westchester Rockland Newspapers Inc., White Plains, N.Y.; Larry D. Strutton, Los Angeles Times

Postal—W. Gilbert Faulk, Dow Jones & Co. Inc., New York; Richard T. Schlosberg III, The Denver Post

presstime Advisory—Frank A. Bennack Jr., The Hearst Corp., New York; Lloyd Ballhagen, Harris Enterprises, Hutchinson, Kan.

***Technical**—Walter E. Mattson, The New York Times Co.; Gene McDavid, Houston Chronicle

Telecommunications—Uzal Martz Jr., Pottsville (Pa.) Republican; Robert M. Johnson, Newsday, Long Island, N.Y.

Special Board Committees and their chairmen are:

Audit—Edward W. Estlow, Scripps-Howard, Cincinnati

Executive and Nominating committees—William C. Marcil, The Forum, Fargo, N.D.

ANPA chairmen or vice chairmen on panels operated jointly with other associations are:

ANPA/American Bar Association Task Force—Katharine P. Darrow, The New York Times Co., co-chairman

ANPA/Newspaper Advertising Bureau Audit Bureau of Circulations Liaison Committee—Edward W. Estlow, Scripps-Howard, Cincinnati, chairman

ANPA/NAB/National Newspaper Association Joint Postal Task Force—Otto A. Silha, Cowles Media Co., Minneapolis, chairman

Joint Standing Committee of ANPA/Canadian Pulp and Paper Association Technical Section—William Metzfield, Gannett Supply Corp., Rochester, vice chairman

Working Committee on Advertising Standards—Walter E. Mattson, The New York Times Co., chairman ☐

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*Appointments take effect following the Operations Management Conference & Exposition June 9-13 in Atlanta. All other appointments took effect at the end of the Montreal Convention.

ANPA *Calendar*

MAY

ANPA presstime Advisory Committee meeting
Montreal Convention Centre, May 1

ANPA Board of Directors meeting
Montreal Convention Centre, May 2

ANPA Foundation Board of Trustees meeting
Montreal Convention Centre, May 2

ANPA Offset Press and Plate Seminar
The Newspaper Center, Reston, Va., May 14-18

ANPA/ASNE/APME Leadership in the Newsroom workshop
Back Bay Hilton, Boston, May 21-23

JUNE

ANPA Legal Affairs Committee meeting
The Washington Post Co., Washington, D.C., June 6

ANPA Labor and New Technology Seminar
Georgia World Congress Center, Atlanta, June 8-9

ANPA Operations Management Conference & Exposition
Georgia World Congress Center, Atlanta, June 9-13

ANPA Newspaper/Cable Managers meeting
Georgia World Congress Center, Atlanta, June 10

ANPA Executive Committee meeting
Hyatt Regency Atlanta, June 11

ANPA Newsprint and Transportation Committee meeting (Transportation section)
Georgia World Congress Center, Atlanta, June 11

ANPA/Newspaper Personnel Relations Association Newspaper Training Conference
San Antonio Marriott, June 14-16.

ANPA Color Separation Techniques for Newspaper Reproduction Seminar
The Newspaper Center, Reston, Va., June 25-29

ANPA Foundation/Oregon Newspaper Publishers Association Northwest Literacy Symposium
Portland Hilton, June 29-30

JULY

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., July 9-13

ANPA Management Introduction to Technical Operations Seminar
The Newspaper Center, Reston, Va., July 23-27

AUGUST

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Aug. 6-10

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Aug. 20-24

ANPA Executive Committee meeting
Aug. 29

SEPTEMBER

ANPA Technical Committee meeting
The Newspaper Center, Reston, Va., Sept. 6-7

ANPA/Pennsylvania Newspaper Publishers Association Labor Relations Seminar
Philadelphia Marriott, Sept. 10-12

ANPA Board of Directors meeting
London, Sept. 12-13

ANPA Foundation Newspaper in Education Committee meeting
The Newspaper Center, Reston, Va., Sept. 13-14

ANPA Management Development Workshop
Lake Shore Holiday Inn, Chicago, Sept. 17-21

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., Sept. 17-21

ANPA Government Affairs Committee meeting
Hyatt Regency on Capitol Hill, Washington, D.C., Sept. 18-19

ANPA

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John Grey Montgomery, Montgomery Publications Inc., Junction City, Kan.
James M. Moroney Jr., A. H. Belo Corp., Dallas
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BEST AVAILABLE COPY

Trying to solve comics-page problems with bigger strips

At The Republic we have been talking several months—since adopting the SAU™ system and the narrowing of our web—about our "shrinking comics."

As I wrote to the Newspaper Comics Council and others earlier, today's size limitations eliminate anything approaching fine art work. I suggested providing some strip, or two or three strips, in larger sizes. That would be four columns wide, rather than three columns—the size in which most strips are offered. . . . We decided to go ahead and do it.

Frankly, I would have liked to have had a strip in which the fine line quality of art work might be better displayed. But this new one, "Dick and Jane," came along. And none of the others we are using seem to be any more adaptable. . . .

Matching up with "Dick and Jane" at the top of the page, I chose "The Neighborhood." We have been running it for some time in the standard size—the same as "The Family Circus" on this page. And we kept getting complaints from readers that they could not understand "The Neighborhood." One reason to enlarge it is that I think many readers simply could not make out the tiny pictures. The jokes are quite subtle.

Both of these "top of the page" cartoons happen to be from The Register and Tribune Syndicate. We are not wed to running only these two in "super-size." In fact, we are debating the wisdom of switching around with different strips in "super-size" every month or every three months.

If we could find a strip we thought would go well here, a strip with really fine line art work, we would be interested in anchoring that at the top of the page. . . .

People
Page
Cronkite Misses TV, but...
Horoscope

I am interested to hear comments and suggestions for a strip or two that might benefit more from super-size.

Stewart E. Huffman
Editor
The Republic
Columbus, Ind.

Second-class TMC wasn't approved, California newspaper executive explains

Your March issue of presstime has an article in the Postal Affairs section in which reference is made to this newspaper and its recent experience with the U.S. Postal Service relative to the postal class of our TMC publication Metro Plus.

In the third to last paragraph it is stated that "Harvey K. Altergott, general manager for the USPS domestic mail classification division, overruled the local postmaster who had approved distribution of Metro via second-class mail."

In fairness to the postmaster in Santa Rosa, we wish it to be made clear that Mr. Altergott did *not* overrule our local postmaster. We provided a prototype of Metro Plus to the USPS offices in Washington last September along with the description of the procedures which we would be following. Our postmaster explained to us that a ruling would need to be received from Washington and that she did not have the authority to approve or disapprove its distribution as a second-class mail product.

Mr. Altergott's ruling was the first and only ruling received by us.

John H. C. Riley
General Manager
The Press Democrat
Santa Rosa, Calif.

Photo treatment 'embarrassing'

I couldn't believe the complementary [sic] letters in April's issue about your "new format!" The treatment your art director gives to photographs is embarrassing. Why was the cover picture cut up into the letters TMC? That doesn't communicate anything. Why are so many captions missing? I know that's the Missouri School of Journalism pictured on page 18 because I went there, but how about informing your readers? What is the mailman doing on page 23? And the "pointing" picture on page 35?!—that cliche certainly should not appear in a journalistic trade publication.

I hope you'll take some time to reevaluate the magazine's picture abuse.

John Freeman
Photojournalism instructor
Wichita State University
Wichita, Kan.

Working journalists see reviews, too

In "Who's Watching the Watchdog?" in your February issue, you quote Jonathan Friendly of The New York Times as saying, "The journalism reviews tend to go to people in the journalism schools." I don't know about other journalism reviews, but that is not true of this one.

According to our latest reader survey (Mark Clements Research, Inc., September 1983), only 11 percent of our subscribers are in education. By contrast, 43 percent work for newspapers or news services, 14 percent are in broadcasting, and 7 percent work for magazines.

Spencer Klaw
Editor
Columbia Journalism Review

'Careful job'

Thank you for the careful job you did with the story "Journalism administrators . . ." in the April issue.

Lord knows I do my share of bitching about sloppy journalism. And it's nice to be able to applaud accurate and thoughtful work when it appears.

Kenneth Starck, director
School of Journalism
and Mass Communication
University of Iowa
Iowa City, Iowa

HIS FRIENDS OF THE

TEXAS DAILY NEWSPAPER ASSOCIATION

GIVE A PROUD TIP OF THEIR STETSONS

TO

DICK JOHNSON

FOR BEING THE FIRST TEXAN TO SERVE

AS

CHAIRMAN/PRESIDENT OF ANPA

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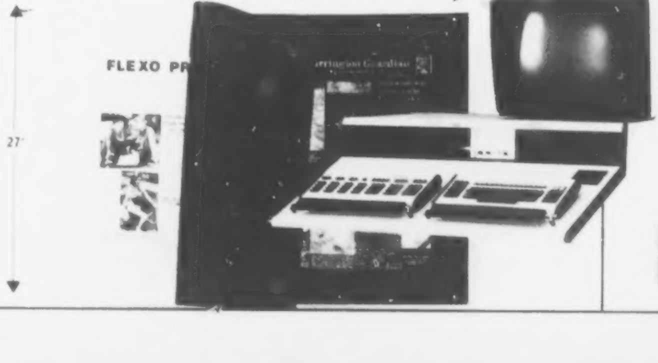

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